- Snags loom in NCTA-cities dereg compromise
- ESPN to go DBS on United Satellite bird
- SNC president delivers eulogy as service departs
- Disney Channel unveils new marketing strategies

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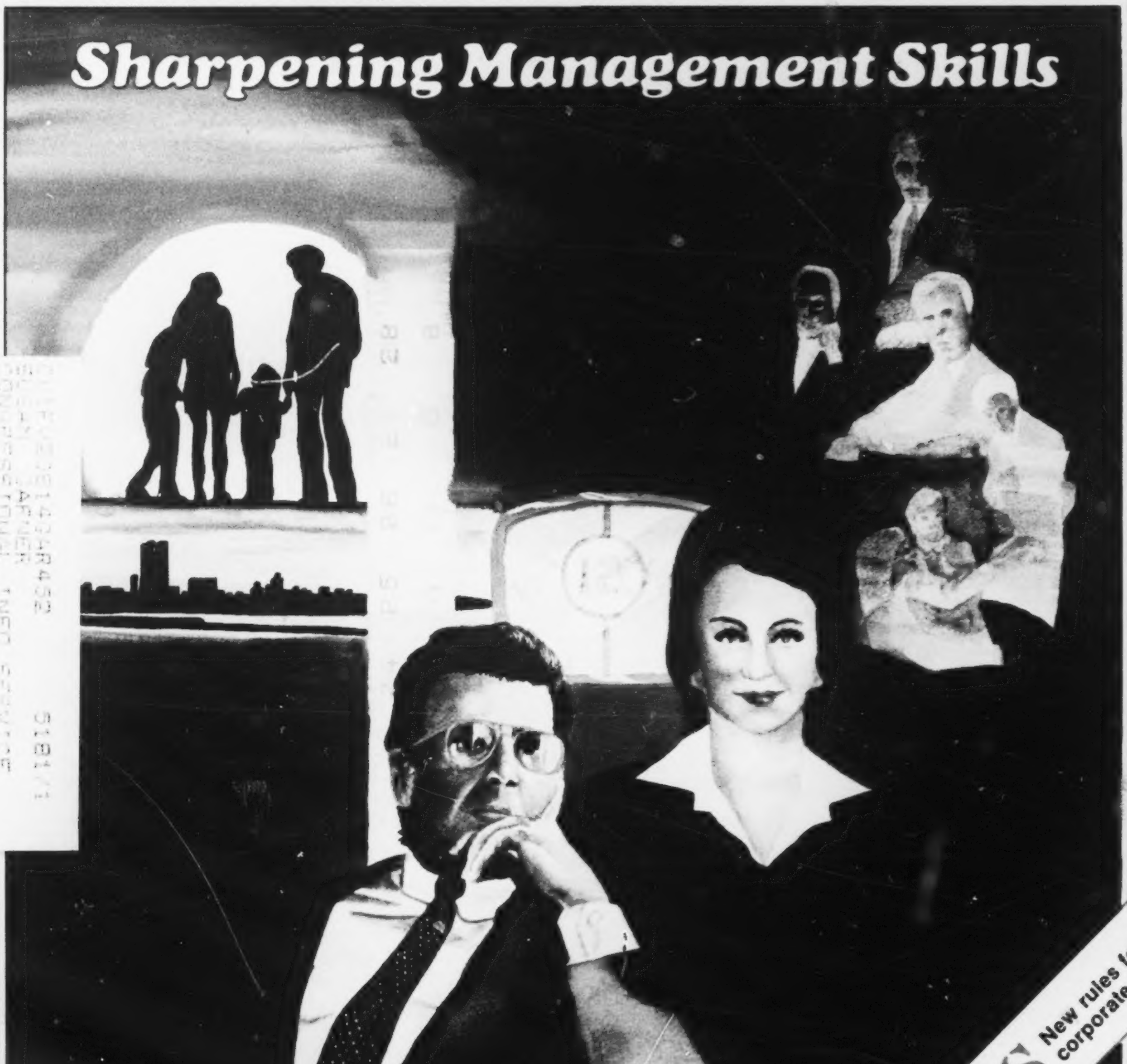
CableVision

The news and features weekly of the cable television industry November 7, 1983 $3.00



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CableVision November 7, 1983. Volume 9, Number 10

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Wirth bill criticized

Wirth bill receives substantial criticism in letters from the National League of Cities and the U.S. Conference of Mayors. **Leading the week, pages 17-22.**

Telco building Wis. system

Wisconsin Telephone plans to build the cable system in Brookfield, Wis., and lease channels to MSO TeleNational Communications, the company that's been selected to provide the town with cable service. **Leading the week, pages 17-22.**

ESPN going DBS

ESPN President Bill Grimes says his sports network has made a tentative agreement to go DBS via United Satellite Communications Inc., which plans to launch this month. **Leading the week, pages 17-22.**

Third-quarter gains

Times Mirror leads a group of MSOs reporting third-quarter net income and earning gains last week. Also reporting: Heritage, Maclean Hunter, Centel and Multimedia. Hardware supplier results are in from Scientific-Atlanta, C-COR and Pico. **Leading the week, pages 17-22.**

District court ruling

U.S. District Court judge rules that cable TV is to be included in the Communications Act of 1934 section concerning protection of radio communication. **Leading the week, pages 17-22.**

Postmortem musing

SNC former president contends with widely held view that network's downfall was largely attributable to its failure to differentiate itself from Turner's news enterprises; other factors cited as responsible for SNC's demise. **Page 24.**

Disney Channel accelerates

The Disney Channel has begun a marketing plan that incorporates national and local promotion and a birthday package to promote the service. **Page 30.**

Ranks are swelling

The latest Arbitron report shows U.S. cable penetration rose 2.5 percent from July estimate. **Page 30.**

Trade you this for that

In an unprecedented move, New York City's director of franchises attempts to strike a bargain with cable operators: free basic universal service for lifting of city's 5 percent franchise fee. **Page 59.**

Charting Time stock

Rothschild, Unterberg, Towbin remove Time Inc. from buy list; cite fall of *TV-Cable Week* and declining earnings growth in video as reasons behind its decision; some financial analysts label firm's action as "overreaction." **Page 61.**

International copyright bill

The international copyright bill, S. 736, is bandied about before Senate subcommittee, NTIA opposes bill on grounds that it uses "faulty" means to achieve its goals. **Page 64.**

WTBS takes on another role

WTBS' role expands as Southern Satellite Systems proposes to use signal's vertical blanking interval to convey messages from programmers to operators. **Page 68.**

About the cover

This week's *CableVision Plus* takes a look at what's being done to improve management skills. Cover by Rideout.

This week in PLUS

The management training program is growing in popularity among MSOs. Now that the post-franchise concentration is on efficiency in the main office, operators need to make sure that their managers are well-trained and well-versed. Too often, they say, managers were promoted quickly and aren't familiar enough with the functions they're assumed to be able to perform . . . Next, *Plus* attended a day-long seminar sponsored by Women In Cable that dealt with women's roles in the industry. While cable has generally allowed women to advance more easily than other industries, most women managers still find a number of roadblocks. The seminar gave suggestions on how best to overcome these and how best to combine life at work with life outside of work. Pages 35-58.

Disney Channel accelerates

Five separate elements are key to service's marketing effort, including Christmas promo, launch kits and party package

THE DISNEY CHANNEL CHRISTMAS PROMOTION!
THE DISNEY CHANNEL PREVIEW KIT.
ONE OF THE FASTEST WAYS TO INCREASE YOUR SUBSCRIBER BASE.

BURBANK, Calif.—The Disney Channel has begun a year-end marketing push, to continue into 1984. It will concentrate on both local and national promotion of the service. Five key marketing programs will be emphasized: an on-going birthday party package promotion; a *Disney Channel Magazine* fall promotion; free preview and launch kits; appearances by Disney costume characters; and a special Christmas promotion.

The birthday party package will be offered at cost to the system operator who will turn it over to interested subscribers either at cost or as a "pass through" item. According to Neill Woodruff, marketing director for The Disney Channel, and Mark Zoradi, marketing manager, the birthday party package consists of about 70 party favors emblazoned with Disney characters and references to the channel. Woodruff and Zoradi hope the party favors will encourage kids to request the service from parents. The birthday party promotion will be on-going, and available to operators in January.

The fall magazine promotion is in progress and will continue through Nov. 15. So far, seven issues of *The Disney Channel Magazine* have gone out, with the eighth just about to be mailed. Service officials describe the magazine as a "key element in its turnkey subscriber acquisition campaign." Woodruff said he envisions the magazine as a "retention device," and something that both parents and children will read.

The service advertised the 32-page magazine in the September and October issues of major cable guides and offered a free copy of the magazine to readers. The channel also placed ads in selected regional editions of *TV Guide*. Affiliates who want to participate can get free bill stuffers and newspaper ads from The Disney Channel's marketing department.

As incentive for new subscribers to sign on before Nov. 15, the service is offering Disney Channel pitchers with four tumblers as a free gift. When the channel receives and tabulates the magazine requests, it forwards sales leads to the systems for follow-up. The system covers the cost of the magazines in subscriber's fees.

The preview and launch kits lay out media strategies that can be used by the system operators for promoting the service. The kits are also "turnkey" programs, according to Woodruff, because the channel assumes the burden of planning and making the promotional materials available to the systems. He added that the preview kit is a powerful marketing tool containing newspaper ads, bill stuffers, radio and TV spots and a checklist to assist the operator in generating interest for a three-day free preview of the channel.

The launch kit is provided to new operators carrying The Disney Channel and is a step-by-step guide for successfully launching the pay service. The launch kit is divided into three sections: "Before Launch," "Launch Day," and "After Launch." The launch schedule work-sheet aids the system operator in coordinating all aspects of the media campaign, and outlines publicity events.

Appearances by Disney characters also will be increased in an effort to create "consumer publicity," according to Zoradi. These appearances—at hospitals, orphanages, shopping malls and special "Disney Channel Days"—will happen at about 450 locations around the country in the next 12 months, according to Woodruff. The service estimates the productions could reach a half-million people.

The Christmas promotion begins Nov. 15 and lasts through Christmas day. The campaign will center on promoting the channel as the perfect family Christmas gift. The channel will provide bill stuffers, post cards, posters, customer service rep cards and newspaper ad slicks. It also is making available an optional Mickey Mouse plush doll premium. Total cost of the doll is $7. The pay service will pick up half of the cost and the system must cover the other $3.50. The stuffed toy is mailed directly from The Disney Channel to the new Christmas season subscribers. "We tried to organize this so that the operator has as little hassle as possible," said Zoradi. The system operator fills out the order forms and returns them to the channel.

The Disney Channel also has co-op funds available to system operators and picks up 50 percent of the ad costs.

The channel hopes to add about 75,000 to 100,000 subscribers as a result of the Christmas promotion. So far, 1,000 systems have signed on.

"It's to our advantage to generate these programs for operators," said Woodruff. "Anytime you can add new subscribers or generate more revenue for operators, the service as well as the operators benefit."

—Cecilia Capuzzi

Ranks are swelling

Arbitron figures indicate cable's numbers have jumped 2.5 percentage points since July estimates

NEW YORK—Arbitron's U.S. cable penetration estimate rose to 37.5 percent, or 31,461,900 households, from its July estimate of 35 percent or 29,036,000 households, the ratings company announced.

Arbitron used responses received from diary-keepers in 400,000 households and averaged data from four past sweeps (November 1982; February, May and July 1983). More recent sweeps were given greater weight.

Of the 15 largest ADIs, only Pittsburgh has cable penetration estimated at more than 50 percent. Generally, larger markets in the northern United States have the lowest penetration, with smaller California and Texas cities garnering the highest.

Top 15 ADI cable penetration estimates

New York	28%
Los Angeles	24%
Chicago	17%
Philadelphia	39%
San Francisco	43%
Boston	28%
Detroit	20%
Washington	18%
Dallas-Ft. Worth	28%
Houston	37%
Cleveland	38%
Pittsburgh	55%
Miami	35%
Minneaspolis-St. Paul	12%
Seattle-Tacoma	42%

Markets with highest penetration	
San Angelo, Texas	86%
Laredo, Texas	83%
Palm Springs, Calif.	82%
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	80%

Markets with lowest penetration	
Minneapolis-St. Paul	12%
Las Vegas	15%
Chicago	17%
Washington, D.C.	18%

Cablestats

Film product comparison—November

Film	Pay Networks					Distributor
A Clockwork Orange			TMC*			Warner Bros
Across the Great Divide			TMC	(HTN)		Simcom
The Adventures of Sherlock Holmes			TMC			20th Century-Fox
Adventures of the Wilderness Family		ST	(TMC)			Simcom
Alone in the Dark		ST	TMC			Viacom
Amber Waves					C	HBO
Anna to the Infinite Power	HBO	(ST)	(TMC)			Film Gallery
An Officer and a Gentleman	HBO	ST	TMC			Paramount
A Song is Born					C	Samuel Goldwyn Co
The Asphalt Jungle		ST				MGM/UA
Attack of the Killer Tomatoes			TMC			Four Square Prod
Au Pair Girls		ST*				AIP Video
The Avenging			TMC			Comworld
Barefoot in Athens				HTN		Enter-Tel
Beach Girls		(ST)	(TMC)		C*	Crown International
The Best Years of Our Lives		ST			C	Samuel Goldwyn Co
The Betsy		(ST)			C*	Lorimar
The Bitch		ST				Telepictures
Black Out					C	New World
Body and Soul		(ST)	(TMC)		C	Viacom
The Border		ST	TMC			Universal
The Brain from Planet Arous			TMC			Howco International
The Browning Version					C*	Janus
Buddy Buddy	HBO	(ST)	TMC		(C)	MGM/UA
Casey's Shadow					C*	Columbia
Chanel Solitaire			TMC			United Film
Cheech and Chong's Nice Dreams		(ST)	TMC		(C)	Columbia
The Chosen	HBO	ST	TMC	HTN		20th Century-Fox
Clash of the Titans	(HBO)	(ST)	(TMC)	(HTN)	C	MGM/UA
Cluny Brown			TMC			20th Century-Fox
The Coming			TMC			Universal
Confessions of a Window Cleaner		ST				Columbia
Conquest of the Earth				HTN		Universal
Conspirators		ST				MGM/UA
Dance of the Dwarfs	(HBO)		TMC			Peter Stauss
Das Boot/The Boat	HBO	(ST)			(C)	Columbia
Day of the Triffids			TMC*			A. Greenfield
The Day the Earth Stood Still			TMC			20th Century-Fox
Deathship	HBO					HBO
Deathwish II	(HBO)				C	Orion
The Deep				(HTN)	C*	Columbia
The Diary of Richie Brockelman				HTN		Universal
Do Me a Favor. Don't Vote for My Mom	HBO					Film Gallery
Don't Cry, It's Only Thunder			TMC	HTN*	(C)	Sanrio
Dragonslayer	HBO	ST	(TMC)			Paramount
Dr. Strange				HTN		Universal
East Side, West Side		ST				MGM/UA
Edge of the City		ST				MGM/UA
Endless Love	(HBO)				C	Polygram
Enigma	HBO		TMC			Film Gallery
Enter the Ninja		ST	(TMC)		(C)	Viacom
Fastest Gun Alive		ST				MGM/UA
Father of the Bride			TMC			MGM/UA
Final Assignment			TMC			RKO/Century
Firefox	HBO*		(TMC)	HTN*		Warner Bros
First Blood	HBO*					Orion
First Love	HBO					Paramount
The First Time	HBO					Film Gallery
Five Days One Summer	(HBO)	ST*	TMC*	(HTN)		Warner Bros
Force Five	HBO	ST				Viacom
Forever Emmanuelle		ST				Rumson Films
The French Lieutenant's Woman		ST*	TMC*		C*	MGM/UA
Full Moon High			TMC			Orion
Gallipoli	HBO			HTN*		Paramount
The Gambler		ST				Viacom
Get Rita				HTN		K-Pay
Gideon's Trumpet			TMC		(C)	Worldvision
The Girl Can't Help It			TMC	(HTN)		20th Century-Fox
Gizmo		ST			(C)	Film Gallery
Glacier Fox	HBO*					Samuel Goldywn Co
The Glass Menagerie				HTN		Warner Bros
The Godfather		ST	TMC*		(C)	Paramount
The Godfather II		ST	(TMC)		C	Paramount
Goodbye Emmanuelle		ST				Miramax
Gray Lady Down		(ST)			C	Universal
Gregory's Girl	(HBO)	(ST)	(TMC)		C	Samuel Goldwyn Co
Guys and Dolls		(ST)			C	Samuel Goldwyn Co
Halloween III Season of the Witch	(HBO)	(ST)	TMC*			Universal
Halls of Montezuma				(HTN)	C*	20th Century-Fox
Hanky Panky	(HBO)			(HTN)	C*	Columbia
Hanover Street					C	Columbia
Happy as the Grass was Green				HTN		Castle Hill
Heavy Metal	(HBO)				C	Columbia
Hell Night		ST*	(TMC)			Compass
Hello Frisco Hello				HTN		20th Century-Fox
Hollywood Knights					C*	Columbia
The Holt Terror				HTN		Enter-Tel
Homework		ST*	(TMC)			Universal
Honky Tonk Man	HBO	ST	TMC	HTN		Warner Bros
The Horizontal Lieutenant		ST				MGM/UA
The Hound of the Baskervilles	HBO	ST	TMC			Atlantic Releasing
Hugo and Josephine	HBO*					Warner Bros
Island of Adventure					C	Samuel Goldwyn Co
The Island of Dr. Moreau			TMC			American International
It Came From Hollywood	HBO*	(ST)	TMC*			Paramount
I Wonder Who's Killing Her Now					C	Lorimar
The Jericho Mile					C	ABC
Jesse James				HTN		20th Century-Fox
Jinxed	(HBO)	ST*	TMC*			MGM/UA
Kenny Rogers as the Gambler					C	Viacom
Kentucky Fried Movie		ST*	TMC*		C*	United Film
The Kid From Brooklyn		(ST)			C	Samuel Goldwyn Co
The Kidnapping of the President					C	Viacom
The Killing of Randy Webster	HBO					Viacom
The Killing of Sister George					C	Viacom
Klondike Fever	HBO					HBO
Ladies and Gentlemen The Fabulous Stains			TMC			Paramount
The Last Time I Saw Paris		ST				MGM/UA
The Last Unicorn	HBO		TMC			ITC
Liar's Moon					C*	Crown International
Lion of the Desert					C*	Magnum
The Loneliness of the Long Distance Runner			TMC	(HTN)		Warner Bros
Lost Horizon					C*	Columbia
Love at First Bite		ST			C	Viacom
Love Child	HBO*		TMC*			Warner Bros
Lucky Lady			TMC*		(C)	20th Century-Fox
The Magic Flute				HTN		Castle Hill
Making Love	HBO	(ST)	TMC			20th Century-Fox
Make Me an Offer					C*	ABC
Mayflower The Pilgrim's Adventure					C	HBO
Megaforce	HBO				(C)	HBO
Missing	(HBO)		TMC	(HTN)		Universal
Misty					C	UPA
Modern Problems	HBO	ST	TMC	(HTN)		20th Century-Fox
Mondo Cane					C	Janus
Monsignor	HBO	ST	TMC			20th Century-Fox
Moonshine County Express			(TMC)		C*	Viacom
Moscow Doesn't Believe in Tears			(TMC)	HTN		IFEX Film
My Favorite Year	(HBO)	(ST)	(TMC)	HTN	(C)	MGM/UA
National Lampoon's Movie Madness	HBO					MGM/UA
Naughty Wives		ST				Swank
The Next One			(TMC)	HTN		Wescom
Night Rider				HTN		Universal

Paul Newman as an attorney in a scene from 'The Verdict.'

Cable stats

Film	Pay Networks					Distributor
Night Warning			TMC			ComWorld
Nine Hours to Rama				HTN	C	20th Century-Fox
No Time for Sergeants				HTN		Enter-Tel
Oh, You Beautiful Doll				HTN		20th Century-Fox
Oliver				HTN	C	Columbia
One Dark Night			TMC			Comworld
Poltergeist	(HBO)	(ST)	(TMC)		C	MGM/UA
Pride of the Yankees		ST*			C*	Samuel Goldwyn Co
Quartet					C	Janus
Rabid		ST*				Viacom
Richard Pryor Live on the Sunset Strip	(HBO)				C	Columbia
Riding With Death				HTN		Universal
Right of Way	HBO					HBO
Rocky III	HBO		(TMC)			MGM/UA
Run, Rebecca, Run		ST*				Saton
The Salamander				HTN*		AFD
Secret Fantasies		ST				Film Ventures
The Secret Life of Walter Mitty		ST	TMC		C	Samuel Goldwyn Co
The Secret Policemen's Other Ball					C*	20th Century-Fox
The Seduction					C	Embassy
The Sender	(HBO)	ST*	(TMC)			Paramount
The Sensuous Nurse					C	Castle Hill
Seven Beauties					C	RKO
Sex With the Stars					C*	Film Gallery
Sherlock Holmes and the Pearl of Death			TMC			Universal
Sherlock Holmes and the Spider Woman			TMC			Universal
The Shootist		ST				Paramount
Silent Rage					C	Columbia
Six Pack					C	20th Century-Fox
The Slams					C	MGM/UA
Sooner or Later			TMC		(C)	Viacom
Sounder		(ST)	(TMC)		C	UPA
Southern Comfort		(ST)*			C	Atlantic Releasing
Spetters		ST*				Samuel Goldwyn Co
Spirit of the Wind		ST		(HTN)		Atlantic Releasing
Split Image					C	Polygram
Still of the Night	HBO	ST	TMC	HTN		MGM/UA
Streetcar Named Desire					C	MGM/UA
The Stud		ST*				Telepictures
The Stunt Man					C	Viacom
Superchick		ST				Crown International
Super Fuzz					C	Embassy
Superman II	HBO*	ST*	(TMC)	HTN*		Warner Bros
Swamp Thing					C	Embassy
Taps		ST	TMC	(HTN)		20th Century-Fox
Teleton			TMC		C	MGM/UA
Tell Me a Riddle	HBO					Film Gallery
Thank You All Very Much					C	Columbia
Thunderbirds 2086 Thunderbolt		ST				ITC
Time Bandits	(HBO)	ST				Euroatlantic
Timewalker			(TMC)	HTN		Wescom
Tin Pan Alley				HTN		20th Century-Fox
To Race the Wind		ST	(TMC)			Viacom
The Toy	(HBO)	(ST)	(TMC)	(HTN)	C*	Columbia
Trail of the Pink Panther	HBO*	(ST)	(TMC)	(HTN)		MGM/UA
Treasures of the Snow		ST				Turner Program Services
The Twelve Chairs					C	Wrightwood
Ugh A Music War			TMC			Lorimar
Used Cars					C*	Columbia
The Verdict	HBO	ST	TMC			20th Century-Fox
Victor/Victoria	(HBO)		TMC	HTN		MGM/UA
Virus			(TMC)	HTN		Broadwood Productions
Waltz Across Texas	(HBO)	ST*	(TMC)			Atlantic Releasing
What a Way To Go			TMC			20th Century-Fox
Whistle Stop				HTN		Warner Bros
Whose Life is it Anyway?	(HBO)				C	MGM/UA
The Wild Pony		ST	TMC			Sy Fischer
The World According to Garp	(HBO)	ST*	(TMC)			Warner Bros
Young Doctors in Love	(HBO)	(ST)	(TMC)		C*	ABC
Z					C	Almi Group

Cable Network Legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

■ Networks in parentheses indicate carriage in June, July, August, September, October and/or November

■ An asterisk following a network indicates the film is a carry-over from June, July, August, September, October and/or November

■ In total, 203 films appear on the November schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months (June-November 1983), three films "Clash of the Titans," "My Favorite Year," and "The Toy"— played on all five services. Eleven films appeared on four of the five networks, 29 on three and 47 on two networks. One-hundred three films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 23, followed by 20th Century-Fox with 20 and Columbia with 17.

■ "An Officer and a Gentlemen," starring Richard Gere, Debra Winger and Oscar winner Louis Gosset Jr., is featured on the program guides of HBO, HBO/Cinemax, The Movie Channel, and Showtime. Meryl Streep in "Still of the Night" appears on both TMC's and HTN's guides. The Oscar nominated film, "The Verdict," is featured on both the covers of HBO/Cinemax and Showtime. Also appearing on Showtime and The Movie Channel's guides are Clint Eastwood in "Honky Tonk Man" and "Faerie Tale Theater's Little Red Riding Hood."

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1.	Tele-Communications Inc.[1]	2,500,000
2.	American Television and Communications Corp.	2,248,525 (6/83)
3.	Group W Cable	1,812,000 (7/83)
4.	Cox Cable Communications Inc.	1,400,000
5.	Warner Amex Cable Communications Inc.	1,340,294 (7/83)
6.	Storer Cable Communications	1,288,873 (7/83)
7.	Times Mirror Cable Television Inc.	844,600 (6/83)
8.	Newhouse Broadcasting[2]	751,625 (6/83)
9.	Continental Cablevision	696,000 (8/83)
10.	Viacom Cablevision	692,981
11.	United Cable Television Corp.	579,000 (6/83)
12.	Sammons Communications Inc.	554,488 (7/83)
13.	Rogers Cablesystems Inc.	461,899 (8/83)
14.	TeleCable Corp.	380,400 (7/83)
15.	Cablevision Systems Development	360,000
16.	Heritage Communications	342,377 (6/83)
17.	Capital Cities Cable Inc.	335,800 (6/83)
18.	UA Cablesystems Corp.	327,000
19.	General Electric Cablevision	314,000
20.	Comcast Cable Communications	304,000 (6/83)

Subscriber counts are as of 9/83 unless noted otherwise.
[1] Number is an estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, Calif.	Cox Cable	225,000	(7/83)
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	
3.	Houston, Texas	Warner Amex	184,900	(7/83)
4.	Manhattan, N.Y.	ATC	176,700	(6/83)
5.	San Antonio, Texas	Rogers Cablesystems	164,531	
6.	West Orange, N.J.	Maclean Hunter	152,148	(7/83)
7.	Wayne, N.J.	UA Cablesystems	124,000	
8.	Cincinnati, Ohio	Warner Amex	110,500	(7/83)
9.	Tulsa, Okla.	United Cable	108,673	
10.	Audubon, N.J.	NYT Cable	105,690	(7/83)
11.	Rochester, N.Y.	ATC	101,775	(6/83)
12.	Erie County, N.Y.	Prime Cable	100,405	(7/83)
13.	San Jose, Calif.	Gill Industries	98,500	
14.	Baltimore County, Md.	Caltec Cablevision	95,159	(9/83)
15.	Austin, Texas	ATC	92,250	(6/83)
16.	Tidewater, Va.	Cox Cable	91,393	(12/82)
17.	Honolulu, Hawaii	ATC	88,325	(6/83)
18.	Central Islip (L.I.), N.Y.	Viacom Cablevision	87,817	(9/83)
19.	Seattle, Wash.	Group W Cable	87,618	(6/83)
20.	Orlando, Fla.[1]	ATC	87,000	(6/83)

Subscriber counts are as of 8/83 unless noted otherwise.
[1] Number is an estimate.
Source: ICR, Cable Information Service—a Titsch Communications division.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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A A A
JACK-POT

- Atlantic Show jackpot: A complete
- Dereg foes challenge industry bill
- SportsChannel, Wash. Post buy Philly
- Nashville Network tunes up program

CableVisio

The news and features weekly of the cable television industry November 14, 1983 $3.0

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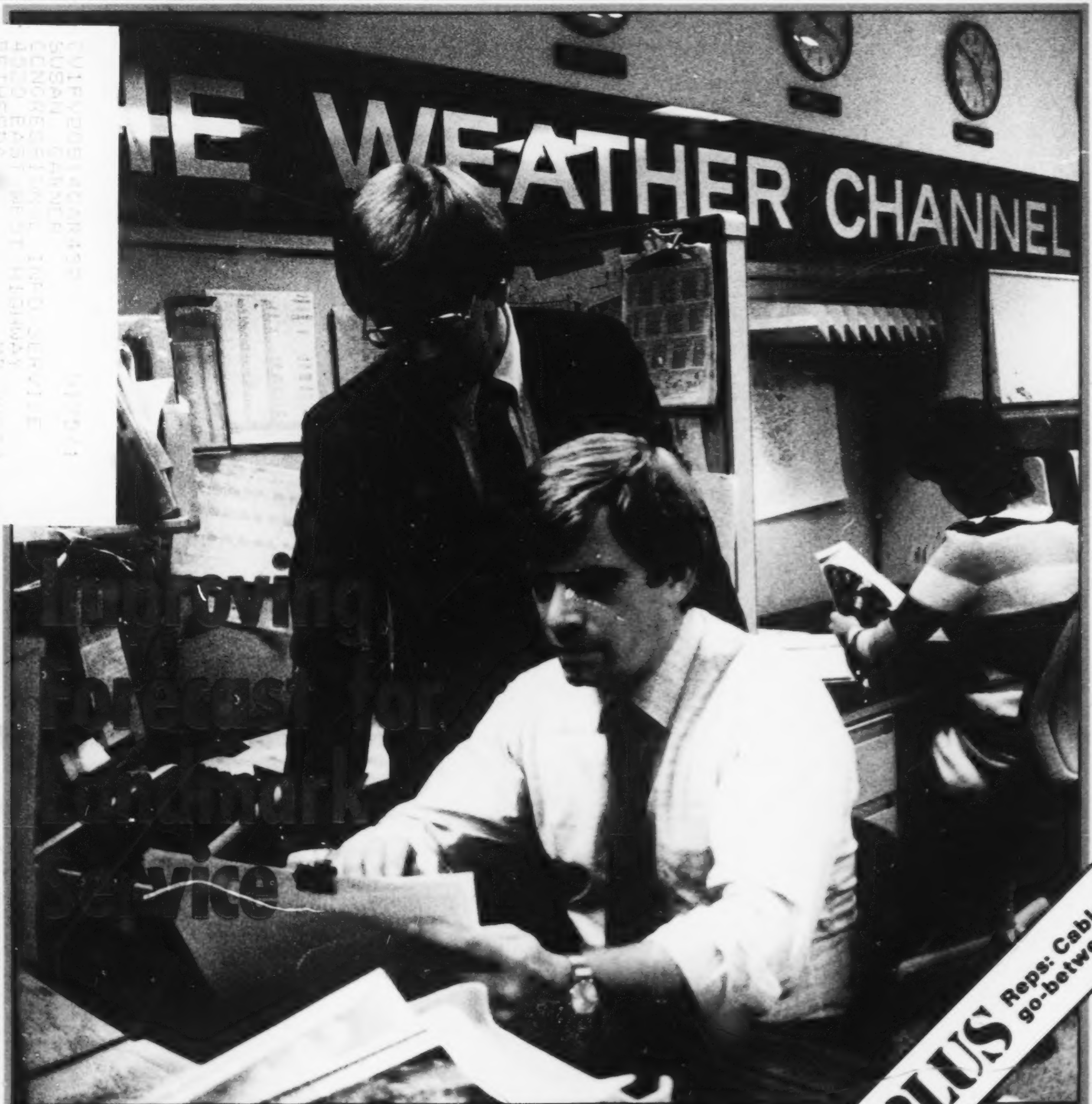

Improving Forecast for Landmark Service

PLUS Reps: Cable's go-betweens

CableVision November 14, 1983. Volume 9, Number 11

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Atlantic Show proceedings

The 1983 Atlantic Show draws some 2,400 attendees from within and beyond the region; operators, suppliers generally give the show good marks. **Leading the week, pages 17-20.**

CTAM's 'Super Track Day'

Operators and programmers attending CTAM's Atlantic Super Track Day hear a call for better marketing and improved customer service to keep up with the industry's growth. **Leading the week, pages 17-20.**

Supporting carriage fees

Program service carriage fees appear to be winning increased support among operators, as evidenced from comments made during Atlantic Show proceedings. Few programmers had anything new to say, but there were a couple fresh entries into the field. **Leading the week, pages 17-20.**

PRISM bought out

Chuck Dolan's Cablevision Program Enterprises and Washington Post Co. buy PRISM, Philadelphia's established regional sports and entertainment service. **Leading the week, pages 17-20.**

First STV, MDS convention

STV and MDS operators heard calls for consolidation and exploitation of related business opportunities at their first joint convention, held in Los Angeles last week. **Leading the week, pages 17-20.**

Nashville Network evolving

The Nashville Network enters its eighth month of operation and continues to grow healthily despite turmoil occuring at Group W Satellite, its marketing arm. Well-renowned country music stars enter line-up and network expands programming and adds former *Dick Cavett Show* producer to its staff. **Page 26.**

MTV connects with retail

MTV and record retail community's relationship described as "symbiotic" by representatives from both groups. Tower Records begins installation of MTV in 33 U.S. stores and in Japan. **Page 34.**

Making points in the mall

Women In Cable's Arizona chapter elicited support from programmers and operators alike to stage shopping center exhibit that proved successful enough to spark plans for similar presentations elsewhere in the state. **Page 59**.

SSS initiating message service

SSS' message service, scheduled to launch in January, has not met with unequivocal support from the industry, as some programmers express skeptism over the service's viability. **Page 62.**

FCC mulling tiered rates

FCC expected to clarify the line distinguishing basic from specialized services this week as it considers a request for a "declaratory ruling" filed last February by Community Cable TV in Las Vegas, Nev. **Page 70.**

About the cover

The Weather Channel's "metlab." Pictured (in foreground) are Vince Miller, on-camera meteorologist, and Ken May, supervisor of forecasting. Photo courtesy of The Weather Channel. Story on page 38.

Beth Richardson, TWC's master control operator, checks program log before switching to live studio.

This week in PLUS

The weather, all the weather, and nothing but the weather. It's not the kind of cliffhanging stuff that suspenseful dramas are made of, but The Weather Channel doesn't care. It has a hefty share of decicated viewers who watch, not out of fascination with the subject, but because it's useful information. Now, the service is entering a new phase. Affiliate fees look like they will lead the channel to profitability. While earlier in the year, skies did not look too blue for the channel, the forecast now is much more promising... Cable reps have also come under much criticism and scrutiny lately, with the demise of Eastman CableRep. But, say those in the business that *Plus* spoke with, things are not so bleak for the industry as a whole. National business may not boom, and it may be a long haul, but those reps who are able to stick it out may find a fairly substantial business down the road. Pages 35-59.

Top 30 markets: cable operational status

This chart examines the status of cable television in the top 30 TV market cities. The cities and/or franchise areas listed are classified as to their franchise standing. Company names, homes passed (or homes in franchise area), number of basic subscribers and penetration rates are provided where applicable. For franchise areas not yet awarded, companies that have submitted proposals are listed.

City, state, rank	Status	Company name	Home passed (or to be passed)	Basic subs	Penetration
New York, N.Y. (1)					
Manhattan (North)	OP	Group W Cable	225,900	81,464	36%
Manhattan (South)	OP	Manhattan Cable (ATC)	376,250	176,700	47%
Brooklyn (Western)	FG	Warner Amex	200,000	—	—
Brooklyn (Eastern)	FG	Cablevision Systems	606,000	—	—
Staten Island	FG	Cox Cable	58,000	—	—
Staten Island (NE)	FG	Vision Cable	190,000	—	—
Areas of Queens	FG	ATC	265,000	—	—
Queens (Southern)	FG	Queens Inner City Cable	188,000	—	—
Queens (Northern)	FG	Warner Amex	300,000	—	—
Bronx	FG	Cablevision Systems	432,000	—	—
Los Angeles, Calif. (2)					
A Northridge	OP	Valley Cable TV (Cable America)	155,608	34,544	22%
B Glendale	OP	Sammons Communications	7,631	5,435	71%
C E. San Fernando	FG	United Cable	165,000	—	—
D Tujunga	OP	King Videocable	23,834	15,764	66%
E Topanga	OP	Telesystems Co	92	89	97%
F					
G Santa Monica	OP	Group W Cable	168,986	84,283	50%
H					
I Culver City	OP	Communicom	295,649	27,691	9%
J Westchester	OP	Jack Barry Cable TV	16,667	5,220	31%
K South Central	FG	A.C.C.E.S.S.	180,000	—	—
L Boyle Heights	UC	Buenavision Cable TV	21,690	—	—
M Wilmington	UC	Colony Harbor Cable	37,800	—	—
N San Pedro	OP	Dimension San Pedro (Times Mirror)	16,418	4,230	26%
Chicago, Ill. (3)					
Area 1 (Loop, N. Shore)	FG	Cablevision Systems	273,000	—	—
Area 2 (N. Central)	FG	Group W	217,000	—	—
Area 3 (Northwest)	FG	Group W	193,000	—	—
Area 4 (South)	FG	Chicago Cable Communications (TCI/Cross Country)	222,000	—	—
Area 5 (Far South)	FG	Continental Cablevision	194,000	—	—
Philadelphia Pa. (4)					
Area 1 (South)	FP	Greater Media; Independence Cable of Philadelphia	155,000	—	—
Area 2 (Southwest)	FP	Independence Cablevision; Wade Communications; Philadelphia Inner City Cable Systems	155,000	—	—
Area 3 (Northwest)	FP	Cox, Rollins; Comcast; Independence Cablevision	155,000	—	—
Area 4 (Northeast)	FP	Cablevision; Rollins; Comcast	155,000	—	—
San Francisco, Calif. (5)	OP	Viacom Cablevision	197,200	76,677	39%
Boston, Mass. (6)	OP	Cablevision of Boston	13,000	7,000	54%
Detroit, Mich. (7)	FG	Barden Cablevision	471,000	—	—
Washington, D.C. (8)	BP	—	—	—	—
Cleveland, Ohio (9)	BP	—	—	—	—
Dallas-Ft. Worth, Texas (10)					
Dallas	OP	Warner Amex Cable	225,000	70,900	32%
Fort Worth	OP	Sammons of Forth Worth	89,000	28,000	31%
Houston, Texas (11)					
Houston (West)	OP	QUBE Cable Houston (Warner Amex)	500,000	184,900	37%
Houston (East)	OP	Houston Community Cable (Storer)	92,897	30,673	33%
Pittsburgh, Pa. (12)	OP	Warner Cable Corp. of Pittsburgh	165,000	69,900	42%
Miami, Fla. (13)	OP	Miami Cablevision (TCI/Americable)	3,000	1,600	53%

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc	2,500,000 (9/83)
2	American Television and Communications Corp	2,300,000 (9/83)
3	Group W Cable	1,917,000
4	Cox Cable Communications Inc	1,400,000 (9/83)
5	Warner Amex Cable Communications Corp	1,350,000
6	Storer Cable Communications	1,315,000 (9/83)
7	Times Mirror Cable TV Inc	885,311 (9/83)
8	Newhouse Broadcasting	769,649 (9/83)
9	Viacom Cablevision	669,561
10	Continental Cablevision	696,000 (8/83)
11	United Cable TV Corp	601,000 (9/83)
12	Sammons Communications Inc	566,929
13	Rogers Cablesystems Inc	467,073 (9/83)
14	TeleCable Corp	375,295 (9/83)
15	Cablevision Systems Development	360,000 (9/83)
16	Heritage Communications	356,224
17	Capital Cities Cable Inc	335,800 (6/83)
18	UA Cablesystems Corp	331,300
19	Comcast Cable Communications	320,000
20	General Electric Cablevision	318,000
21	Jones Intercable Inc	277,964 (11/83)
22	Tele-Media	260,000 (7/83)
23	Wometco Communications	256,390
24	Daniels & Associates Inc	238,000
25	TCA Group	232,711
26	Multimedia Cablevision Inc	225,120 (11/83)
27	Maclean Hunter Cable TV Ltd	221,534 (9/83)
28	Centel Cable Television Co	213,072 (9/83)
29	Century Communications Corp	198,000 (6/83)
30	Service Electric Cable TV Inc	189,500 (6/83)
31	Colony Communications Inc	177,637
32	Rollins Cable Vue Inc	159,000 (11/83)
33	Prime Cable Corp	150,062 (9/83)
34	Western Communications	145,548
35	Cablentertainment Inc	141,491 (7/83)
36	Tribune Cable Communications	141,085 (9/83)
37	McDonald Group	139,585 (6/83)
38	Cable Vision Industries	137,695 (9/83)
39	Cable America	133,697 (8/83)
40	Communications Service Inc	120,371 (3/83)
41	Adams-Russell Telecommunications	118,696
42	Harron Communications Corp	115,699 (9/83)
43	Midwest Video Corp	114,615 (12/81)
44	Sutton Capital Group[4]	106,235 (8/83)
45	Buckeye Cablevision	105,154 (9/83)
46	Midcontinent Cable Systems	104,340 (8/83)
47	McCaw Communications	103,900 (11/83)
48	American Cablesystems Inc	102,180 (6/83)
49	Adelphia Communications	99,634
50	Communications Systems Inc	95,486
51	Falcon Communications	95,000
52	Harris Cable Corp	92,292 (9/83)
53	Armstrong Utilities	91,850
54	Multi-Channel TV Cable Co	84,000 (8/83)
55	Summit Communications	81,277 (11/83)
56	Televents Inc	81,100 (8/83)
57	McClatchy Newspapers	78,234 (9/83)
58	Total TV Inc	78,000 (11/83)
59	King Videocable Co	77,388
60	Greater Media	76,551
61	US Cable Corp	75,000 (6/83)
62	National Telecommunications Co	73,755 (9/83)
63	Palmer Communications Inc	73,400 (9/83)
64	Lenfest Group	73,249 (11/83)
65	The Essex Group	71,615
66	Perry Cable TV Corp	70,318 (8/83)
67	WEHCO Video Inc	69,718 (8/83)
68	Booth Communications	69,500 (11/83)
69	Ultracom Inc	66,211 (11/83)
70	Omega Communications	65,000 (6/83)
71	Acton Corp	64,819 (9/83)
72	Sonic Cable TV	60,603 (7/83)
73	Consolidated Cable Systems	59,865 (9/83)
74	Wabash Cablevision	59,000 (11/83)
75	Pencor Services Inc	58,052 (9/83)
76	Clear TV Cable Corp	53,387 (7/83)
77	Marsh Media	53,149 (8/83)
78	The Daily Press	52,000 (11/83)
79	Omni Cable TV Corp	49,457 (9/83)
80	Selkirk Communications	46,888 (9/83)
81	Susquehanna Broadcasting	45,565 (8/83)
82	Phoenix Communications	43,500 (8/83)
83	Hellicon Corp	42,600
84	Communicom	41,000 (7/83)
85	Chambers Communications Corp	40,000
86	Simmons Communications	39,638 (11/83)
87	Donrey Cablevision	39,400 (9/83)
88	Joseph Gans	38,292
89	Matrix Enterprises	37,928 (6/83)
90	United Video Management	37,500 (9/83)
91	Harte-Hanks Communications	35,831 (7/83)
92	Scripps Howard Cable Services	35,000 (9/83)
93	Combined Cable Corp	34,732 (7/83)
94	National Cablesystems Inc	34,200 (9/83)
95	Masada Corp	32,781 (9/83)
96	MultiVision Group	31,645 (9/83)
97	Wisconsin Cablevision and Radio Co Inc	31,056
98	Cable Holding Inc	30,643 (9/83)
99	Southern Cablevision	30,000 (4/83)
100	United Broadcasting Co	29,000 (8/83)

Note: Subscriber counts are as of 10/83 unless otherwise noted.
Number is an estimate.
Includes MetroVision, NewChannels, Vision Cable.
Includes Tar River Communications.
Includes owned and partially owned systems.
Includes systems owned and with controlling interest.
Source: ICR, Cable Information Service—a Titsch Communications division

Top 100 systems

Rank	Location	Operator	Basic subs
1	San Diego, Calif	Cox Cable	225,000 (7/83)
2	Woodbury (Long Island), N.Y	Cablevision Systems	203,000 (8/83)
3	Houston, Texas	Warner Amex	184,900 (7/83)
4	Manhattan, N.Y	ATC	181,575
5	San Antonio, Texas	Rogers Cablesystems	166,341
6	West Orange, N.J	Maclean Hunter	152,667
7	Wayne, N.J	UA Cablesystems	124,300 (10/83)
8	Cincinnati area, Ohio	Warner Amex	110,500 (7/83)
9	Tulsa, Okla	United Cable	109,272
10	Audubon, N.J	NYT Cable	107,511 (10/83)
11	Rochester, N.Y	ATC	103,300
12	Erie County, N.Y	Prime Cable	102,664 (11/83)
13	San Jose, Calif	Gill Industries	98,500 (8/83)
14	Baltimore County, Md	Caltec Cablevision	97,967 (10/83)
15	Austin, Texas	ATC	94,740
16	Honolulu, Hawaii	ATC	92,100
17	Tidewater, Va	Cox Cable	91,393 (12/82)
18	Seattle, Wash	Group W Cable	91,200 (10/83)
19	Orlando, Fla	ATC	90,000
20	Memphis, Tenn	ATC	89,950
21	Central Islip (Long Island), N.Y	Viacom Cablevision	89,312 (10/83)
22	Jacksonville, Fla	ATC	86,450
23	Toledo, Ohio	Buckeye Cablevision	86,400 (11/83)
24	Manhattan, N.Y	Group W Cable	85,000 (10/83)
25	Jefferson Parish/Kenner, La	Cox Cable	82,962 (12/82)
26	Englewood, Colo	United Cable	78,470
27	Greater San Juan, Puerto Rico	Harris Cable	78,332
28	San Francisco, Calif	Viacom Cablevision	78,244 (10/83)
29	Grand Rapids, Mich	General Electric	77,200 (10/83)
30	Wilmington, Del	Rollins Cable	77,100 (11/83)
31	San Diego, Calif	ATC	76,550
32	Wichita, Kan	Multimedia Cablevision	76,204 (11/83)
33	Dallas, Texas	Warner Amex	70,900 (7/83)
34	Pittsburgh, Pa	Warner Amex	69,900 (7/83)
35	Richmond/Henrico County, Va	Continental	69,430
36	Flint, Mich	Comcast	67,000 (10/83)
37	Seattle, Wash	Viacom Cablevision	66,842 (10/83)
38	Baton Rouge, La	Daniels & Associates	64,511 (11/83)
39	Melbourne, Fla	ATC	63,000
40	Santa Monica, Calif	Group W Cable	62,200 (10/83)
41	Omaha, Neb	Cox Cable	62,095 (10/83)
42	Cleveland, Ohio	Viacom Cablevision	60,560 (10/83)
43	Charlotte, N.C	ATC	60,500
44	Columbus, Ohio	Warner Amex	60,200 (7/83)
45	Louisville, Ky	Times Mirror	59,986
46	Jefferson County, Ky	Storer	59,728
47	Dade/Broward Counties, Fla	Storer	59,540
48	Buffalo, N.Y	Cablescope	59,126 (10/83)
49	Snohomish County, Wash	Viacom Cablevision	59,124 (10/83)
50	Allentown, Pa	Twin County Cable	58,500 (8/83)
51	New Orleans, La	Cox Cable	58,462
52	Boston, Mass	Warner Amex	57,864 (7/83)
53	Phoenix, Ariz	Times Mirror	57,801
54	Akron, Ohio	Warner Amex	57,177 (7/83)
55	Suburban Tacoma, Wash	Cable TV of Puget Sound	57,000 (8/83)
56	El Paso, Texas	Group W Cable	56,400 (10/83)
57	Kansas City, Mo	ATC	55,225
58	Santa Barbara, Calif	Cox Cable	56,167 (12/82)
59	South Bend, Ind	Heritage	56,094 (10/83)
60	Monterey, Calif	Western Communications	56,067 (10/83)
61	St. Petersburg, Fla	Group W Cable	55,900 (10/83)
62	Harrisburg, Pa	Sammons	55,571 (10/83)
63	Pompano Beach, Fla	American Video Corp	55,565 (6/83)
64	Indianapolis, Ind	Wabash Cablevision	55,000 (11/83)
65	Columbus, Ohio	Coaxial Communications	55,000 (10/83)
66	Sarasota, Fla	Storer Cable	53,554
67	Binghamton, N.Y	NewChannels Corp	53,145 (10/83)
68	Des Moines, Iowa	Heritage	52,089 (10/83)
69	New Britain, Conn	United Cable	51,636
70	Allentown, Pa	Service Electric	51,000 (8/83)
71	Hartford, Conn	Times Mirror	50,977
72	Jackson, Miss	ATC	50,875
73	Canton, Ohio	Warner Amex	50,423 (7/83)
74	New Haven, Conn	Storer	50,387
75	Charleston, S.C	Storer	50,077
76	Bridgeport, Conn	Cablevision Systems/Scripps	49,397 (10/83)
77	Port Arthur, Texas	Golden Triangle	49,320 (6/83)
78	San Diego County, Calif	Times Mirror	49,002
79	Shreveport, La	ATC	48,950
80	Reading, Pa	ATC	48,850
81	Westchester County, N.Y	UA Cablesystems	48,200 (10/83)
82	Chattanooga, Tenn	TeleScripps Cable	47,791 (6/83)
83	San Rafael/Marin County, Calif	Viacom Cablevision	47,466 (10/83)
84	Peoria, Ill	General Electric	47,300 (10/83)
85	Nashville, Tenn	Viacom	47,050 (10/83)
86	Worcester, Mass	Greater Media	46,608 (10/83)
87	Winston-Salem, N.C	Summit Communications	45,707 (11/83)
88	Eugene, Ore	Group W Cable	45,500 (10/83)
89	Fayetteville, N.C	ATC	45,475
90	Atlanta, Ga	Cable America	45,304
91	Birmingham, Ala	ATC	45,250
92	Hillsborough, Fla	Group W	44,700 (10/83)
93	Albany, N.Y	ATC	44,500
94	Lincoln, Neb	MetroVision	44,129
95	Lansing, Mich	Contental	43,852 (7/83)
96	Moline/Quint Cities, Ill	Cox Cable	43,834 (12/82)
97	Bakersfield/Kern County, Calif	Warner Amex	43,824 (7/83)
98	Oklahoma City, Okla	Cox Cable	43,793 (12/82)
99	Brookhaven (Long Island), N.Y	UA Cablesystems	43,600 (10/83)
100	Parma, Ohio	Cox	43,500 (8/83)

Subscriber counts are as of 9/83 unless otherwise noted.
Source: ICR, Cable Information Service—a Titsch Communications division
Cable Statistical Editors: Paula Caffey, Shawn Cantrell, Mira Dobrowski, Maribeth Thelen

Cable stats

City, state, rank	Status	Company name	Home passed (or to be passed)	Basic subs	Penetration
Seattle-Tacoma, Wash. (14)					
Seattle (North and Northwestern)	OP	Group W	194,000	87,618	45%
Seattle (Eastern)	OP	Viacom Cablevision	128,900	66,400	52%
Seattle (Central District)	OP	Seacom (KBLE)	NA	NA	NA
Seattle (Business District)	BP	—	—	—	—
Tacoma	OP	Group W	62,000	26,000	42%
Minneapolis-St. Paul., Minn. (15)					
Minneapolis	UC	Rogers Cablesystems	170,000	—	—
St. Paul	FG	Continental Cablevision	111,000	—	—
Atlanta, Ga. (16)	OP	Cable Atlanta (Cable America)	143,048	45,466	32%
St. Louis, Mo. (17)	FP	Archway Cablevision; St. Louis City Communications; STC Cablevision Partners (TCI)	178,000	—	—
Tampa-St. Petersburg, Fla. (18)					
Tampa	UC	Tampa Cable TV (Tribune)	113,000	—	—
St. Petersburg	OP	Group W	115,792	53,000	46%
Denver, Colo. (19)	OP	Mile Hi Cablevision (Daniels, ATC)	2,025	675	33%
Baltimore, Md. (20)	RP[2]	—	280,000	—	—
Sacramento-Stockton, Calif. (21)					
Sacramento	RP	—	325,000	—	—
Stockton	OP	Big Valley Cablevision (Continental)	85,169	40,234	47%
Indianapolis, Ind. (22)					
Indianapolis (Outer)	OP	Indianapolis Cablevision (Wabash)	119,560	50,000	47%
Indianapolis (Central)	OP	American Cablevision (ATC)	95,925	33,700	35%
Portland, Ore. (23)					
Portland (East)	OP	Cablesystems Pacific (Rogers)	98,854	34,097	35%
Portland (West)	OP	Liberty Cable TV (TCI)	101,000	36,944	37%
Portland (Northwest)	OP	Video Electronics	257	137	53%
Phoenix, Ariz. (24)					
Phoenix (Citywide)	OP	Americon Cable (Times Mirror)	153,809	55,797	36%
Phoenix (Citywide)	OP	Camelback Cablevision (Storer)	78,400	19,745	25%
Phoenix (Northwest)	OP	Western Cablevision (Masada Corp.)	11,000	5,000	45%
Hartford-New Haven, Conn. (25)					
Hartford	OP	Hartford Cable TV Inc. (Times Mirror)	105,800	50,200	47%
New Haven	OP	Storer Cable TV of Connecticut	84,037	50,554	60%
Cincinnati, Ohio (26)	OP	Warner Amex	340,000	110,500	32%
San Diego, Calif. (27)					
San Diego (North)	OP	Southwestern CATV (ATC)	128,450	74,850	58%
San Diego (South)	OP	Cox Cable	370,000	225,000	61%
Kansas City, Mo. (28)	OP	American Cablevision of Kansas City (ATC)	157,750	55,275	35%
Milwaukee, Wis. (29)	UC	Warner Amex	253,000	—	—
Nashville, Tenn. (30)	OP	Viacom Cablevision	110,777	45,152	40%

Legend
NA Not available.
BP Beginning process.
RP Request for proposals issued.
FP Franchise pending, proposals received.
FG Preliminary franchise award (no construction yet).
UC Under construction, non-operational system.
OP Operational system.
— Not applicable.

[1] Times Mirror currently operates a 37,000-home cable system with 13,900 subscribers in South Philadelphia.
[2] Mayor to issue new request for proposals.
Source: ICR, Cable Information Service—a Titsch Communications division.

- Albert Einstein reborn as CAB's pitchman
- FCC bars local regs on tiering, SMATV
- CableShop infomercial service rolls out
- DBS setback: Murdoch to wait on Skyband

C8920-2 11/22/83

CableVision™

The news and features weekly of the cable television industry
November 21, 1983

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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

DBS
Vying For Position

PLUS [illegible]CI's Kwit: expecting to fly

CableVision November 21, 1983. Volume 9, Number 12

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ABP BPA

CableShop General Manager Garth Hallberg

CableShop rollout

The CableShop, Adams-Russell's infomercial service, graduates from a Peabody, Mass., test to an 11-system rollout covering 250,000 households. Kraft, Merrill Lynch, Kodak and Scott Paper continue as participating clients; Johnson & Johnson, Levi Strauss and CBN Cable join up. **Leading the week, pages 17-20.**

CAB launches ad campaign

The identity of the "greatest media man who ever lived" may surprise many as the Cabletelevision Advertising Bureau launches its advertising campaign to Madison Avenue, with Albert Einstein as its official spokesman and translates his theory of relativity into the formula for effective cable. **Leading the week, pages 17-20.**

DBS postponement

Skyband postpones the start of its direct broadcast satellite service from next June until late 1985, when a new generation of higher-power satellites will be in orbit. **Leading the week, pages 17-20.**

CommuniCom defends turf

In a bid to extend its franchise, CommuniCom Cable told the Los Angeles City Council last week that customer complaints have dropped dramatically from their earlier very high levels. **Leading the week, pages 17-20.**

Fast talking local guys

Two brothers from New York are transforming their 2-year-old LO program into a slickly produced, hopefully ad-supported coast-to-coast venture. **Page 23.**

Showtime gets results

This year Showtime has launched five promotional campaigns in order to educate sales reps and add subscribers. The programs have already helped to upgrade Showtime's customer service department with surprising results. **Page 30.**

Cablevision's new offering

New York residents may now purchase home earth stations through Cablevision Industries' subsidiary Sky Channels. A wide range of component options and servicing agreements are part of their new package. **Page 55.**

Planning for more cash

United Cable has an aggressive plan involving limited partnerships that promises multi-million dollar revenues as soon as 1985. Nine additional systems are in the works that could net another $150 million, all financed through partnerships. **Page 55.**

Videotex's growing market

Larry Pfister, president of the Videotex Industry Association, predicts that the videotex industry has a bright future because of a link to home computers and changing perceptions of television. **Page 59.**

FCC bars local regs on SMATV

The commission rules against state and local government regulation of tiered cable services and SMATV. Both rulings are expected to reverberate painfully throughout the cable industry. **Page 62.**

Don't show me

A Missouri state representative has come up with an obscenity bill that would put violators in jail for a year or fine them $10,000. **Page 62.**

About the cover

As the day of DBS draws nearer, the many entrants prepare to fight it out for the lion's share of the market. Story on page 34. Cover illustration by Brent Veysey.

This week in PLUS

DBS enthusiasts see days of glory ahead—if not a chicken in every pot, then at least a dish on almost every roof. But are the DBS entrants being too optimistic? One industry observer describes the business as "a technology whose time has gone." And this is doubt even before the fact—the first DBS service has yet to launch. In an indepth look at the future of DBS, Eric Taub, *CableVision*'s Los Angeles bureau chief, looks at the potential of DBS—and at its potential pitfalls. . . USCI, to launch Nov. 15, will become the first company to make DBS a reality, albeit a medium-powered reality. In an interview with *Plus*, USCI's President Nathaniel Kwit expresses his confidence in the technology and in the market. When the DBS ranks thin out, Kwit expects that USCI's position as first out of the gate will leave it as one of the survivors. **Pages 31-54.**

Cable stats

Franchising calendar

This chart examines the franchise status of communities from March 1983.

Arizona
Apache Junction—consultant chosen; expect RFP issuance 12/83 (8,000 homes).

California
Chino—RFP issued; proposals due 12/14/83 (12,000 homes).
Claremont—proposals received from Group W and Cablevision of Claremont; awaiting report from consultant 12/83 (9,800 homes).
Commerce—negotiating with KTC Corp.; award expected 11/83 (3,000 homes).
Costa Mesa—proposals received from Group W and Copley Colony; preliminary award expected 11/17/83 (32,637 homes).
Duarte—consultants reviewing proposals from Cable TV West Inc. and KTS Corp. (7,100 homes).
East San Fernando Valley—award to United Cable 9/16/83; (166,000 homes).
East Yolo—RFP issued 10/11/83; proposals due 11/18/83 (10,000 homes).
Lomita—award to Colony Communications 9/6/83 (8,137 homes).
Los Altos—RFP issued; proposals due 12/12/83 (9,000 homes).
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes).
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes).
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-Op of Palo Alto; awaiting consultants recommendation 12/83 (22,000 homes).
Pasadena—final award to Falcon 5/19/83.
Pico Rivera—proposals received from Public Service Cable/Marsh Media, California Cable Systems Inc. and United Cable Television of Los Angeles; award expected 1/84 (15,500 homes).
Placentia—only proposal submitted by Group W; award expected 11/83 (12,000 homes).
Sacramento—re-issuance of RFP; preliminary award expected by 11/30/83 (360,000 homes).
San Gabriel—Falcon Communications sole bidder; award expected 12/83 (11,600 homes).
South Monrovia—award to Falcon rescinded 8/83; beginning process (5,450 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 2/84 (43,000 homes).
West Covina—award to Falcon Communications (28,000 homes).

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes).
Loveland—award to Scripps Howard 9/26/83 (1,000 homes).

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—award to Telemedia Company of NE Connecticut 7/21/83 (31,137 homes).

District of Columbia
District Council approval of RFP expected 11/15/83; RFP issuance 11/18/83 (254,000 homes).

Florida
Tierre Verde—award to Centel 8/9/83 (2,000 homes).

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area 1 to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes). Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); award expected by 1/84.
Countryside—preliminary award to Cablevision of Chicago; (2,200 homes).
Downer's Grove, Darien—negotiating with Continental Cablevision (6,430 homes).
Elmwood Park—RFP expected 11/83 (9,500 homes).
Glen Ellyn—award to Group W expected 11/83 (7,000 homes).
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; final award expected by 2/84 (2,000 homes).
Joy—award to Star Communications of Springfield 5/83 (220 homes).
Lisle—final award to Multimedia 5/24/83 (3,300 homes).
Naperville—award to Centel expected by 12/83 (17,500 homes).
St. Charles, Geneva—negotiating with Centel; award expected 12/83 (10,000 homes).
South Holland—award to Multimedia 3/15/83 (7,400 homes).
Villa Park—negotiating with Multimedia (7,100 homes).
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes).
Wheaton—negotiating with Centel; award expected by 12/83.
Winnetka—decision to have cable has been postponed.
Woodbridge—award expected 1/84 (260 homes).

Indiana
DeMotte—non-exclusive award to both Northwestern indiana Cablevision and Telecom Services 7/12/83 (800 homes).
Indianapolis—City/County Council adopted ordinance allowing city to grant cable franchise to SMATV companies.

Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes).
Clearfield—award to Afton Cablevision 9/20/83 (150 homes).
Colo—final award to Oak Cable systems on 3/7/83 (330 homes).
Diagnol—award to Afton Cablevision 8/30/83 (200 homes).
Kingsley—award to Satellite Communications 4/12/83 (400 homes).
Morning Sun—RFP being voted on 11/8/83 (450 homes).
Murray—award to Afton Cablevision 8/30/83 (280 homes).
Preston—final award to Preston Area Cablevision 6/13/83 (430 homes).

Kentucky
Calloway County—preliminary award to Galaxy Cablevision.
Danville—negotiating with RV Cablevision and Communications Systems; award expected 11/83 (12,800 homes)
Graves County—award to Galaxy Cablevision 3/20/83.
Fulton—only proposal received from TCI (2,400 homes).
Greenville, Central City and Muhlenburg County—negotiating with TCI; final award expected by 11/83 (13,000 homes).
Henderson County (including Baskett, Spottsville, Graham Hill and Zion)—final award to Webster Cable TV 5/16/83.
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes).

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes).
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes).

Maryland
Baltimore—city solicitor negated Caltec-Cox deal; mayor plans to re-issue RFP (302,000 homes).
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes).
Easton—City Council approved municipal ownership 6/83; construction to start by 11/83 (3,600 homes).

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes).
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes).
Belchertown—no responses to RFP.
Belmont—exploring municipal ownership of cable.
Berkley, Dighton, Freetown—RFP issued, proposals due 1/12/84.
Boxborough—RFP issued; proposals due 11/15/83 (3,100 homes).
Boylston—proposals received from Greater Worcester Cablevision and Boylston Municipal Light Co.; award expected 1/84 (1,200 homes).
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes).
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes).
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes).
Dedham—preliminary award to Bay Cable TV
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes).
Easton—preliminary award to Continental Cablevision; final award expected by 11/83.
Groton—RFP issued; proposals due 1/17/84.
Hamilton and Wenham—proposals received from Continental Cablevision, Rollins and Prestige Cable TV; preliminary award expected 11/83 (2,300 homes).
Hanson—award to Continental Cablevision 3/22/82.
Hingham—award to American Cablesystems 7/14/83 (6,323 homes).
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes).
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes).
Hopedale—award to Massachusetts Cablesystems Inc. 6/1/83 (1,200 homes).
Lancaster—final award to Wachusett Cablevision of Clinton, Mass. 6/15/83 (4,000 homes).
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Tele-Communications Inc.; preliminary award expected 1/84 (1,700 homes).
Marblehead—restarting franchising process.
Marshfield—final award to Greater Southshore Cablevision 6/83 (10,000 homes).
Medfield—only proposal from Massachusetts Cablevision (3,400 homes).
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes).
Mendon—re-starting franchise process (1,200 homes).
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems.
Nahant—only proposal from Warner Amex; no action until summer 1984 (1,433 homes).
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes).
Norfolk—only proposal from Massachusetts Cable (1,800 homes).
Norwell—award to American Cablesystems 3/83 (2,760 homes).
Pembroke—award to Campbell Communications 10/83 (3,500 homes).
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes).
Plympton—only proposal submitted by Campbell Communications.
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes).
Sandwich—RFP issued; proposals due 11/23/83.
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (6,000 homes).
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes).
Southborough—RFP issued; proposals due 1/19/83.
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co.
Stow—RFP issued; proposals due 10/18/83.
Sudbury—award to Adams-Russell 3/23/83 (4,200 homes).
Townsend—proposals received from Adams-Russell, Northeast Communications, United Cablevision, Pepperall Cable and Nashoba Communications; preliminary award expected 11/83 (2,306 homes).
Upton—only proposal received from Worster Cablevision Inc. (1,600 homes).
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams-Russell (5,676 homes).
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes).
Wayland—proposals under review (3,500 homes).
Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes).
West Bridgeport—award expected fall 1983; proposals received from Campbell Communications and Continental Cablevision (2,000 homes).
West Bridgewater—Continental Cablevision received recommendation (2,000 homes).
Westminster—negotiating with Adams-Russell (1,000 homes).
Weston—RFP issued; proposals due 1/12/84
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes).

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes).
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes).
Dearborn Heights—final award to Continental Cablevision 4/12/83 (23,000 homes).
Detroit—award to Barden (471,000 homes).
Homer Township—RFP issued; proposals due 10/24/83.
Jerome Township—award to Whitney Cablevision.
Livonia—final award to Marquette Cablevision 11/82 (7,000 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monroe Cablevision.
Romeo—final award to Harron 6/83 (1,000 homes).
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes).
West Oakland County Cable Group—preliminary award to Greater Media; final award expected 11/9/83 (32,581 homes).
Westland—only proposal from Continental Cablevision (29,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder; award expected 11/83 (12,664 homes).
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes).
Atwater—award to Armco Communications 8/83 (463 homes).
Belle Plaine, Le Center, Le Suer, Lonsdale, Montgomery, New Prague—expect RFP to be issued 11/83 (5,227 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—RFP issued; proposals due 1/11/84.
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes).
Brooten—award to Armco Communications 8/83 (297 homes).
Burnsville, Eagan—final award to Group W 7/8/83; (12,849 homes).
Chanhassen, Carver County and Hennepin County—proposals received from CSI, Combined Cable and Dowden Communications; award expected 11/83.
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes).
Deer River—award to Deer River Tel. Co. 9/83 (373 homes).
Dodge Center—award to Dowden Communications 9/9/83 (700 homes).
Eagan—see Burnsville.
Eagle Bend—award to Parker's Praire Tel. Co. 9/83 (517 homes).
Fisher—award to Ada Cable 7/83 (163 homes).
Foley—award to Westel Communications 10/83 (575 homes).
Forest Lake, Forest Lake Township., Columbus Township., Scandia Township.—proposals received from Combined Cable, Citation Cable and Dowden Communications; award expected 11/83 (5,619 homes).
Grand Marais—award to Cable-Tron 9/9/83.
Grove City—award to Armco Communications 8/83 (248 homes).

Cable stats

Hendrum—award to Ada Cable 8/83 (147 homes).
Heron Lake—award to B&R Electronics 10/83 (313 homes).
Janesville—final award to Dowden 7/8/83: (700 homes).
Lewiston—award to TeloCommunications 10/83 (475 homes).
Maple Plain—beginning process (481 homes).
Menahga—award to West Central Tel. Co. 8/83 (457 homes).
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes).
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—proposals received from Dowden, Communication Systems and Combined Cable: award expected 11/83 (11,682 homes).
Mound—award to Dowden 3/22/83 (3,600 homes).
New Richland—award to Westel Communications 10/83 (503 homes).
Northfield—negotiating with Nor Com Video: award expected 11/83 (4,416 homes).
North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes).
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes).
Parker's Praire—award to Mid-West Tel. Co. 10/83 (400 homes).
St. James—award to Dowden 5/83 (1,820 homes).
St. Paul—negotiating with Continental; award expected by 11/83 (110,000 homes).
Savage—assessing needs for cable.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes).
Trimont—award to Terril Tel. Co. 10/83 (351 homes).
Wabasso—award to Star Gazers 10/83 (301 homes).
Waconia—beginning process (1,024 homes).
Watertown—beginning process (700 homes).
Wayzata—preliminary award to Dowden Communications; final award expected 1/84 (1,800 homes).
West St. Paul—RFP re-issued; proposals due 12/12/83 (24,032 homes).
Windom—considering municipal ownership (1,600 homes).

Missouri
St. Louis—proposals from Archway Cablevision, St. Louis City Communications and STC Cablevision Partners; award expected 2/84 (178,000 homes).

Nebraska
Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes).

Nevada
Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83.

New Hampshire
Atkinson—award to Harron Communications 5/25/83 (1,500 homes).
Hampstead—final award to Rockingham Cablevision (1,500 homes).
Manchester—no proposals submitted by deadline.
Newton—proposal deadline extended until 12/12/83.
Pelham—negotiating with Harron Communications; award expected by 11/83 (2,500 homes).
Sandown—RFP issued, no responses received (800 homes).
Windham—awarded to Harron Communications 5/83 (2,000 homes).
Wolfeboro—negotiating with Community TV; award eexpected by 12/83 (833 homes).

New Jersey
Jersey City—determining cable options.
Patterson—plans municipal ownership; seeking bids for construction 12/83 (55,000 homes).

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes).
Cherry Valley—final award to Schoharie 4/83 (250 homes).
Honeoye—award to Honeoye Cable 4/5/83 (500 homes).
Mayville—negotiating with U.S. Cable (5,430 homes).
Mt. Upton—NewChannels has applied for non-exclusive franchise; award expected 1/84.
New York City—final awards for outer boroughs 6/30/83; Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens.
North Salem—negotiating with Community Cable Services; (1,100 homes).
Norwich—NewChannels withdrew application; exploring other alternatives (100 homes).
Portland—negotiating with Tribune Cable (150 homes).
Tully—award to NewChannels 8/29/83.
Union Vale—only proposal from Consolidated Communication (775 homes).

North Carolina
Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes).
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes).
Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes).
Harnett County—award to Univision Cable Systems 2/83.
Jackson—drafting RFP (400 homes).
Pamlico County—award to Kountry Kablevision 10/17/83 (4,000 homes).

Ohio
Avon—statements of interest being accepted until 11/22/83.
Batavia Township—award to So-Comm 9/20/83 (4,000 homes).
Bethel—award to Cable Management Group 9/19/83 (1,200 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—city still deliberating municipal versus private ownership.
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes).
Lordstown—deliberating municipal versus private ownership.
Oberlin—proposals from Oberlin Cable Co-Op and Grafton Cable; awaiting consultants report (2,600 homes).
Quincy—final award granted to Cable Management Group 8/83 (250 homes).
Racine—final award to Telenational Communications 5/2/83.
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes).

Oregon
Amity—negotiating with Eagle Cable Systems Inc. (400 homes).
Canby—final award to Canby Cablevision 5/83 (2,500 homes).
Cottage Grove—negotiating with McCaw Communications; award expected 11/83 (2,500 homes).
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes).
East Multnomah County—final award to Rogers UA Cablesystems; 4/7/83 (80,000 homes).
Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes).
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes).

Pennsylvania
Franklin Township.—preliminary award to Scatcom Cable; award expected 11/83.
Paradise Township—final award to Hanover Cable TV 7/5/83.
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83 (each area has 155,000 homes).
S. Versailles Township—final award to Harron 4/83 (200 homes).

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas
Azle—proposals received from Teltran and Southern Cablevision Corp. (2,200 homes).
Joshua—franchise awarded to Alencom 4/83 (610 homes).
Plano—award to TeleCable 8/83 (30,000 homes).
Richardson—award to TeleCable 3/83 (23,082 homes).

Virginia
Berryville, Clarke County—proposal from Mid Atlantic Network under review; award expected by 11/83.
Dinwiddie County—award to Crater General Communications 11/2/83.
Fairfax City—award to Media General 6/14/83 (6,500 homes).
Hanover County—award to Continental Cablevision 5/25/83 (5,600 homes).
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes).
Manassas—beginning feasibility study (5,510 homes).
Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes).
Suffolk—proposals received from First Carolina Communications, Hampton Roads Cablevision, Suffolk Cablevision and Suffolk Cable Communications; awaiting report from consultant 1/84 (16,697 homes).

Washington
Battle Ground—negotiating with Cox Cable Communications; award expected 1/84 (1,000 homes).
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes).
Hartline—final award to Broadcast Services Inc. 3/83.
Lakebay—final award to Lakebay TV Cable 6/20/83 (500 homes).

Wisconsin
Hayward—RFP issued; proposals due 11/11/83.
Hudson—negotiating with Telephone & Data Systems; award expected 11/83
Hustisford—negotiating with Cable Communications Corp. (350 homes).
Iola—award to Dowden Communications 7/83 (385 homes).
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes).
Kenosha—final award to Total TV 7/5/83 (29,500 homes).
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes).
New Glarus—RFP issued; proposals due 11/21/83 (675 homes).
Spring Green, Spring Green Township., Plain, Arena, Lone Rock—award to Kaul-Tronics Inc. 7/27/83 (400 homes).
Waterford—proposals received from Total TV, Ingersoll and Galyn Moen (600 homes).

Wyoming
Gillette—negotiating with Westel (7,500 homes).

Source: ICR, Cable Information Service—a Titsch Communications division.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG.
2.	Los Angeles	City is divided into 14 areas (A-N); 10-OP, 2-UC, 2-FG.
3.	Chicago	City is divided into five areas: FP
4.	Philadelphia	City is divided into N,S,E,W-FP; additional area in S-OP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	BP
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts (4-OP, 1-BP); Tacoma-OP.
15.	Minneapolis/St. Paul	UC/FG
16.	Atlanta	OP
17.	St. Louis	FP
18.	Tampa/St. Petersburg	UC/OP
19.	Denver	OP
20.	Baltimore	FP
21.	Sacramento/Stockton	RP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	UC
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational.
UC—under construction.
FG—preliminary franchise award.
FP—franchise pending.
RP—request for proposal issued.
BP—beginning process.

Source: ICR, Cable Information Service—a Titsch Communications division.

Cable Statistical Editors: Paula Caffey, Shawn Cantrell, Mira Dabrowski, Maribeth Thelen.

NOTE

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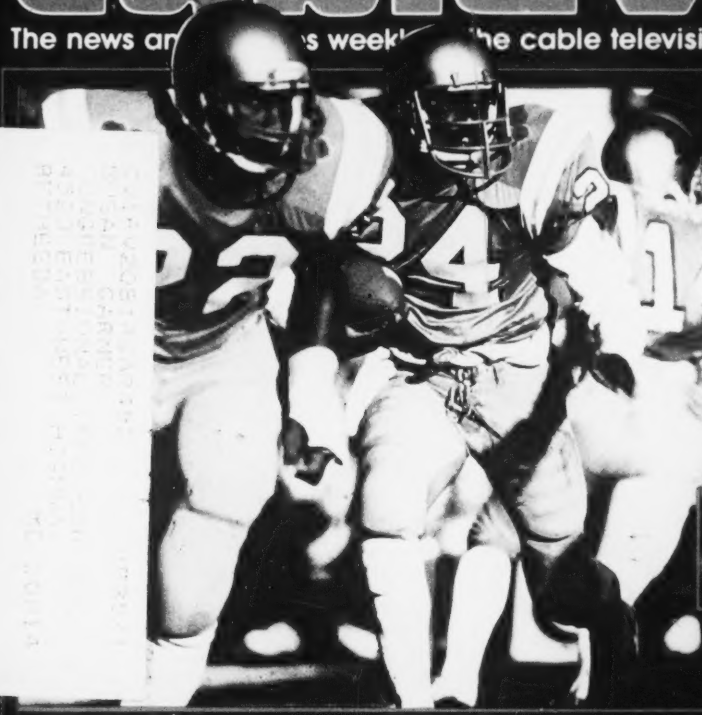
- IAA study finds cable subs satisfied
- Year-old Playboy Channel turns up the heat
- Mixed opinions on FCC SMATV reg ruling
- Manhattan upgrade awaits borough builds

CableVision™

The news an s weekl he cable television industry

November 28, 1983



Holiday Spirit

PLUS Gift-wrapping cable for Christmas

CableVision November 28, 1983. Volume 9, Number 13

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ABP BPA

TAA study revealed

Cable television subscribers have a more positive attitude about television than non-subscribers, but they are no more compelled to watch cable programming than network television programming, according to a recently released Television Audience Assessment study. **Leading the week, pages 18-24**.

Turning up the heat

The Playboy Channel, entering its second year, turns up the heat with more explicit sexual programming. Channel President Paul Klein says it fits into the service's format as a "prelude to sex." **Leading the week, pages 18-24**.

Oak, AM Cable suffer losses

Oak Industries and AM Cable TV Industries, two big industry players, rack up continued losses during the latest quarter. Both look to next year, and the introduction of new products, to turn their declining fortunes around. **Leading the week, pages 18-24**.

Galaxy gains momentum

The Disney Channel acquisition of two transponders on Galaxy I is another sign that the Hughes bird is becoming a major force in cable satellite communications. **Leading the week, pages 18-24**.

Boxing boost

The Nov. 10 Hagler Duran bout was the best performing sports event in the history of cable pay-per-view. **Leading the week, pages 18-24**.

Nuggets score with new deal

The Denver Nuggets basketball team announced a joint venture with Denver area operators involving cable coverage of home games. **Page 26**.

Pub Mark expands guide

Premium Channels now offering large-format editions that resemble Sunday newspaper magazine supplements, in order to upgrade cable's image. **Page 43**.

'ESPN Pro Shop'

Teaming up with Comp-U-Card, ESPN is offering viewers a new shop-at-home service with many benefits. **Page 43**.

NYC: No rush in Manhattan

Manhattan Cable and Group W upgrade discussions won't begin until after construction of the outer boroughs, according to New York's franchise director at Women In Cable New York's monthly meeting. **Page 44**.

Copyright controversy

In a Senate hearing, international royalties payable on cable retransmissions of U.S. programming sparked heated discussions last week. **Page 52**.

SMATV wins first round

The FCC's recent ruling barring local governments from regulating SMATV operations evokes mixed responses from industry figures. **Page 52**.

About the cover

Programming for the holidays (clockwise from top left): ESPN will include live coverage of both the Holiday Bowl and the Aloha Bowl. Pictured is Danny Andrews of UCLA. HBO will premiere its *Freddie the Freeloader's Christmas Dinner*, starring and developed from a story by Red Skelton. The Disney Channel will show an animation festival, *A Disney Channel Christmas*, hosted by Jiminy Cricket and with appearances by many of the Disney characters. Showtime's main Christmas production is its Broadway on Showtime adaptation of *Treasure Island*.

Among WTBS' holiday offerings is 'It's a Wonderful Life.'

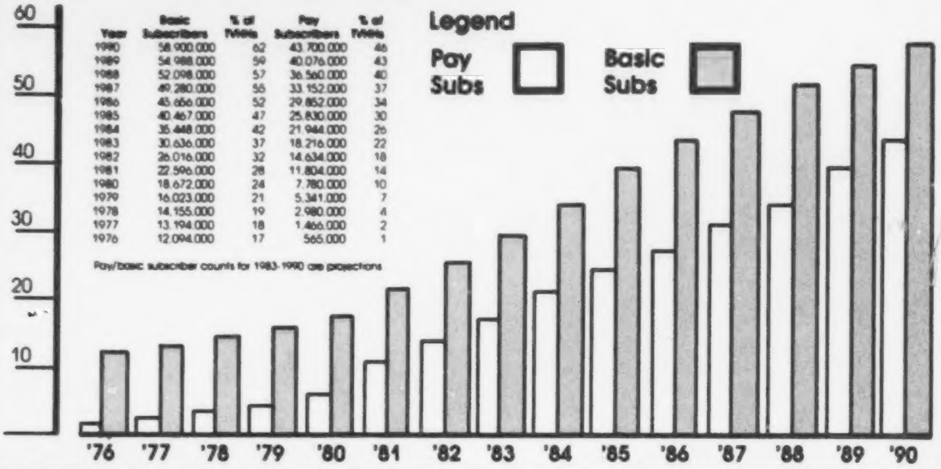
This week in PLUS

When the holidays come around this year, cable services will be filled with seasonal programming. And not all of it is borrowed from broadcast. Most services are generating their own Christmas identity in addition to cablecasting some of the season's classic films and specials. . . The holiday season traditionally is a difficult time to market cable, but operators are finding that once they catch the public's attention it's worth the effort. People are usually preoccupied with buying gifts and with family activities during the holidays and it's difficult to gain their attention. Too, it's a time when extra expenses—like a cable subscription—seem especially burdensome. But once operators can get past these barriers, they'll find that it's to their advantage to get subscribers to think cable when they're thinking Christmas. Many MSOs give free hookups through Toys for Tots campaigns. Others give free weekends of pay services. Some simply send cards. But most are trying to include cable in the holiday spirit in some way. **Pages 27-42**.

Cable stats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.666.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	26.016.000	32	14.634.000	18
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
Cable Jazz Network (audio service)	18
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
Lifestyle (United Video/audio service)	3
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6
Time Teletext (HBO/text)	18
Trinity	17

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3

Satcom V—Launched 4th quarter 1982; no cable.
Satcom I-R—Launched April 7, 1983; no national programming services.
Satcom II-R—Launched Sept. 8, 1983; no cable.

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
The American Network	10X
AmSat/DCM	7D
ARTS (Hearst/ABC)	12D
BET	12X
Cable News Network	4X
CNN Headline News	6D
Daytime (Hearst/ABC)	12D
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Financial News Network	1D
Group W Satellite Corp.	7X, 8X, 11D, 12D
Madison Square Garden (Hughes TV Network)	8D
Nashville Network (Group W)	[illegible]
SelecTV (Wold Communications)	[illegible]
Spotlight (West)	11D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	4V, 5V

Galaxy I (Hughes Communications)	**Transponder**
C-SPAN	Unassigned
The Disney Channel (not in use)	4,24
GalaVision (SIN)	20
Group W Broadcasting and Cable	2,8,12,22
HBO	1,3,17,19,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16

Galaxy II—Launched Sept. 22, 1983; 1983; no cable.
Galaxy III—Projected launch June 1984, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder owner.
*Temporarily lost transponder space.
Source: ICR, Cable Information Service—a Titsch Communications division

NOTE

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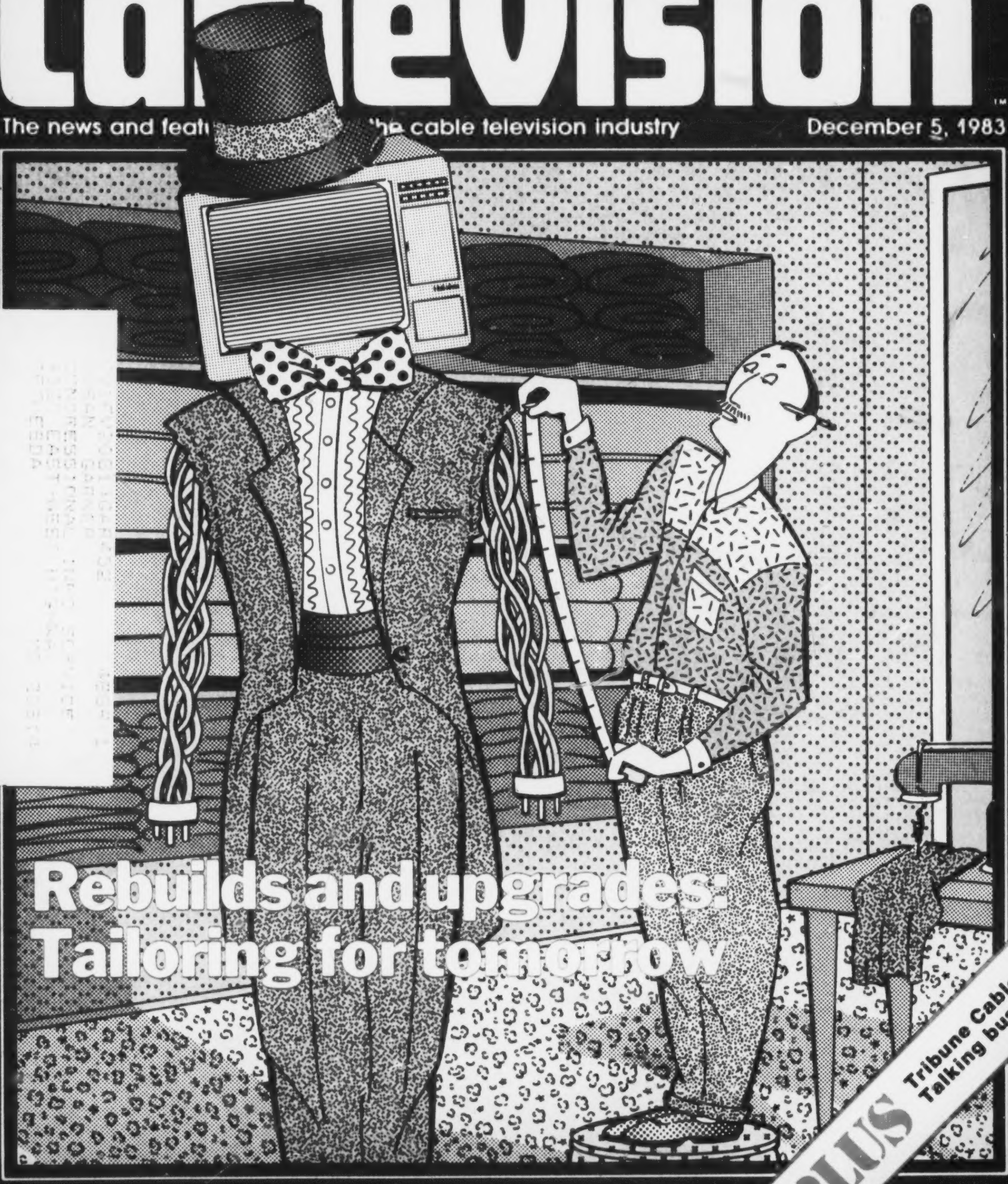
THE WESTERN SHOW

- Western Show '83: An advance report
- Time Inc. pulls the plug on teletext
- Industry wants liquor ads in Oklahoma
- 'Cable Now' study: Madison Ave. likes us

12/1/83
C8920-2

CableVision™

The news and featu… he cable television industry
December 5, 1983



Rebuilds and upgrades: Tailoring for tomorrow

PLUS Tribune Cable: Talking business

CableVision

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ABP BPA

Time cans teletext project

Time Inc. pulls the plug on its cable-based teletext project, saying the present economics don't warrant launching a business "in the near-term future." **Leading the week, pages 16-20.**

Mini-Hub II debuts

Times Fiber unveils Mini-Hub II, the second generation of its local switched network technology, at the Western Show. **Leading the week, pages 16-20.**

Exhibitors break past record

Western Show organizers reach a new record in exhibitors, and expect 11,000 people to gather in Anaheim next month for their 15th annual event. **Leading the week, pages 16-20.**

Ohio Valley takes to cable

The Ohio Valley Conference buys satellite time from Western Union to offer its college basketball games to major-market cable operators. **Page 22.**

Cable ad study released

Advertising on cable television gets a vote of confidence from agency and advertiser executives, according to a study done by The American Media Council and JMI Communications Group. **Page 27.**

THE WESTERN SHOW

Western Show advance

People coming to the Western Show to discuss the state of the industry and trade advice about how to attack business concerns will have a full plate before them this year. Three executives involved in organizing the event share their views on the industry in our pre-Western Show feature. A complete agenda for the entire meet (page 50) and a booth guide (page 83) are included in the preview. **Page 33.**

Telco take-over predicted

A California attorney urged quick industry response to telco intervention at a New York communications law seminar. **Page 97.**

Survival tactics

At a recent Colorado WIC meeting, consultant Paul Bortz encouraged operators to support programmers in long-range plans. **Page 97.**

Okla. cable ban contested

Alcohol ads are the source of conflict between a host of cable companies and the Oklahoma courts. **Page 108.**

NTIA chief critizes Canada

David Markey sheds light on U.S. concerns during a recent speech before Canadian telecommunications experts. **Page 108.**

Western Show tech preview

Tech sessions are featured during the second day of the convention, with a strong effort made to gear topics to lower-level technicians as well as engineers. **Page 110.**

About the cover

Associate Editor Sally Russell looks at the factors involved in a rebuild or upgrade. Cover illustration by Cynthia Davis. Story on page 62.

This week in PLUS

When a system decides whether to upgrade or to rebuild; it becomes a matter of tailoring the changes to the needs of its market. *CableVision Plus* spoke with some of the industry's consultants who deal with upgrades. They give some advice on what factors to take into consideration and when to start to think about an upgrade. Funds can be tight for systems these days, but sometimes the less expensive upgrades make the least sense in the long run... Tribune Cable schedules periodic management seminars that are several days long. *Plus* attended a recent seminar and talked with six system managers and two MSO executives about the running of a cable system—and the problems and promises that lie ahead for operators. Pages 59-82.

DRESSING A SYSTEM FOR SUCCESS

Rebuilds and upgrades have to tailor a system to its subscribers' needs and to tomorrow's market. And sometimes what's cheapest today will cost more in the long run

By Sally Russell

To upgrade or to rebuild: that is the dilemma countless system operators face each year. Whether it's because a franchise is due for renewal in the coming years, or bottom-line figures are slipping, or operators wish to offer more programming services than current capacity allows many system managers try to push their channel capacity to the outward limits.

Others choose the route that is more expensive in capital terms in the near term, but often pays off in the long run: the total rebuild. However, this option can often cost as much as, if not more than, a new-build. What's a system operator to do in these times of tight money and tighter profits?

***CableVision* talked to some experts in the field to help guide the individual operator who will be faced with this dilemma in the coming months. What follows is the compilation of their views.**

Usually, franchise renewals are what prompt rebuilds and upgrades, according to Tom Polis, executive vice president of Communications Construction Group Inc., a West Chester, Pa.-based firm that provides construction services to the cable industry. "They're upgrading in order to apply for renewal under a franchise and to increase channel capacity for that," he explained.

"The second reason is to increase channel capacity for additional channels, channels they would like to add and haven't had the room to," Polis said.

"These are the two major reasons. What we're finding, more and more, is that the attention to technical elegance is tending to go away, and the attention to a financially viable rebuild, or retrofit rebuild, is more what is done today," he added. "There has been a slowdown in new franchise activity, and we are seeing more realistic approaches to the rebuild area in the past year or two."

Archer Taylor, one of the founders of Malarkey-Taylor Associates, lists some other reasons for upgrading or rebuilding: "Either you are required to do it, or you want additional revenue, or you want a rate increase. There are 12-channel systems out there that decide they can get more revenue if they have more services."

Partner Martin Malarkey, president and chief executive officer of the firm, adds that he advises his clients, when they are within two or three years of a franchise renewal, to take a serious look at where they stand in relation to state of the art.

"What are the system's capabilities? What are its expansion capabilities?" he asks. "System operators should begin to think seriously about what they are going to be in a position to do and what they can afford to do with regard to upgrading their property, improving the quality of service and perhaps the number of channels they can deliver."

Dr. Gerhard Hanneman, president of the ELRA Group, said other financial considerations often enter into the decision to rebuild or upgrade a system. When a plant has been depreciated, and its poor condition causes churn—and political pressure is to improve service—it may be time to upgrade or rebuild. Another scenario: the system owner wants to sell the system and deliver a rate increase to the buyer.

In Hanneman's opinion, however, the most common reason is a sale-transfer in which a franchise extension is a condition of the sale and purchase, and the existing operator delivers a franchise extension for which he has to promise some kind of improved service. That promise may obligate either the current owner or the prospective buyer to a rebuild or upgrade at some point.

What are your options?

A system owner wanting to increase channel capacity for any number of reasons faces several options. The most common upgrade, in Hanneman's view, is one in which a classic 12-channel system goes from tube or transistor-type amplifiers to integrated circuit amplifiers, bringing its channel capacity up to 21 or 36 channels.

Some of the more recent equipment that has come into play in the last decade allows for a modular changeout, in which technicians can insert a module in an amplifier, that permits two-way service or allows the expansion of channels beyond what the amplifier was originally designed for. The problem with that kind of changeout, according to Hanneman, is that amplifiers are physically spaced along the cable in accordance with the number of channels a system is designed for, and you can only stretch it so far.

Malarkey and Taylor call the modular upgrade technique a "drop in." By retrofitting current amplifiers or putting in new amplifiers or other components, operators can achieve additional channel capacity without a total rebuild. However, Polis points out that such a retrofit rebuild requires that the cable be adequate to carry the additional channel capacity.

"More often than not," Hanneman noted, "the smaller systems upgrade by finding frequencies in between normal television channels that are not used, or in some other manner come up with frequencies that haven't been used before, without having to respace their amplifiers."

Another option is the total or radical rebuild. Here a cable operator takes the old plant, moves it up on the telephone poles temporarily, and builds a completely new plant underneath it. Rebuilding the entire system can cost more than a comparable new-build since the operator must wreck out the old plant after the new system goes into operation.

Channel compression technology potentially offers another way to increase channel capacity using the existing plant. General Electric, which introduced the Comband compression system a year ago, has just started field-testing the product, but is not predicting when it will be available to cable operators.

As currently configured, Comband would double the capacity of existing systems but would also require all new converters and headend equipment. Depending on what the final pricing structure is, Polis believes Comband technology could offer the most economical option of many systems—if it works.

However, as Taylor observed: "I had it on good authority that (Comband) would be ready by the winter of 1982... They didn't make it, and I still have some questions as to whether they ever will make it." With that in mind, Taylor said there

'System operators should begin to think seriously about what they are going to be in a position to do, and what they can afford to do to upgrade their property, improve the quality of service and perhaps the number of channels they can deliver.'

Martin Malarkey,
president and CEO,
Malarkey Taylor Associates

The deciding factors

Radical rebuild? modular changeout? New amplifiers? Which is the best route for your system to follow?

According to consultants and construction firms that help systems increase their channel capacity through a variety of means, these are some of the main issues to consider when trying to choose the right path:

- What are the requirements of your franchise?
- What is required under an existing franchise extension?
- What might be required under your next franchise renewal?
- Are you under pressure from local politicians to improve service or offer more channels?
- What types of services do cable systems in areas near you offer?
- Are there an SMATV operations in your market?
- Will you soon be competing directly with MDS or DBS services?
- How much extra revenue per subscriber can you generate each month if you rebuild compared with if you let the plant deteriorate?
- Has your plant been depreciated to zero?
- Are your disconnect or churn rates intolerably high?
- How high are your maintenance expenses?
- Are you in a tax situation where you can use immediate investment tax credits and depreciation?
- Is your penetration sufficient to cover any debt resulting from a rebuild?
- Is your rate control cumbersome?
- How many channels can you live with when you complete your upgrade? How does that compare with the number you now offer?
- What is the condition of the cable in the plant?
- How are your cascades configured?

are really only two options for an operator right now: a total rebuild or some type of drop-in upgrade.

How cost effective are these two methods? "It's a little bit like an old car," says Taylor. "Is it going to be effective to repair an old car, or is it better to get a new one? That depends on an awful lot of things."

"(For one), it's tied to what the franchising authorities are calling for. We got into a real hassle in one situation where we did a drop-in (upgrade) and the authorities called it a 'band-aid' and a 'kit repair' and they thought it was a terrible thing. I think (the drop-in upgrade) is good under some circumstances, but not when the franchising authorities are breathing hot down your neck on some other approaches," Taylor said.

According to Hanneman, the cost-effectiveness of upgrading depends on why you are upgrading. "If you are upgrading for political reasons and you are in a tax situation where you can use immediate investment tax credits and depreciation, and you are in an area where the penetration is good enough to cover the debt flow, a complete rebuild is warranted," he said.

"However, if you are not in a position where you have just bought the system and you have to fulfill a new franchise extension requirement, or you don't think the extra capacity or interactive capability can generate that much extra revenue, or rate control is cumbersome, a complete rebuild isn't cost-effective. In a class system, a move to block converters or some stretching of existing 220+ MHz system is probably more effective than complete replacement," he added.

One disadvantage of going above 21 channels is that operators typically must start using converters, Hanneman noted. "When you are below 21 channels, you can use block converters that in essense put those hidden frequencies in the UHF band. When you go beyond that, you have to buy a converter and put it in the subscriber's home. So it becomes less cost-effective, even though the cost per mile in terms of the amplifier upgrade is negligible. The real cost of that upgrade is in the converters."

In the case of a rebuild, the cost-effectiveness also depends on a number of other conditions, including how much aerial plant you have, the labor conditions in the area and the rate at which the rebuild has to take place, according to Hanneman.

> *'The degree by which your operating ratio starts exceeding 50-50 is the degree to which you may want to look at an upgrade as a solution.'*
>
> *Gerhard Hanneman,*
> *president,*
> *The ELRA Group*

> *'We're finding, more and more, that the attention to technical elegance is tending to go away and the attention to a financially viable rebuild, or retrofit rebuild, is more what is done today.'*
>
> *Tom Polis,*
> *executive vice president,*
> *Communications Construction Group Inc.*

Capital costs

What is the cost of a typical rebuild? Malarkey-Taylor Associates figures the price of a total rebuild will be about the same as a new-build. Noting that the price must include wrecking out the old plant, Taylor said that operators can also find some ways to reduce that cost—by accepting either some degraded performance or shorter life in the equipment. Therefore, a rebuild could run of $12,000 per mile for aerial plant, according to Taylor.

Polis cited the figure of between $8,000 and $9,000 per mile for cable strand, hardware, electronics and labor involved in a radical rebuild. However, that figure doesn't include the cost of new converters, nor does it factor in the cost of removing the old plant. If you include the cost of changing over the drops and tearing down the plant, that puts the figure in the neighborhood of $10,000 to $10,500 per mile, in his opinion.

A retrofit rebuild, on the other hand, will run in the range of $4,000 to $5,000 per mile for the electronics, selective replacement of cable and changing of taps and passives, according to Polis. Malarkey and Taylor put that figure closer to $6,000, depending on the type and quality of cable to be used, what is already there, and what you are trying to accomplish with the upgrade.

Which way to go?

What route a cable operator decides to follow depends first of all on the policies of the MSO, according to Hanneman. However, if the system is a standalone operation and the operator doesn't have to contribute to the bottom line of a larger MSO, the guideline tends to be how much extra monthly revenue per subscriber can he get if he rebuilds the plant versus letting it deteriorate.

In addition, the manager must keep the existing system technically sound and make sure the churn and disconnect rates remain relatively low. A higher-than-average disconnect or churn rate may suggest that a rebuild or upgrade is necessary, Hanneman said.

Operating expenses are another guideline. As the cable and electronics deteriorate, maintenance expenses will start climbing. "The degree by which your operating ratio starts exceeding 50-50 is the degree to which you may want to look at an upgrade as a solution," Hanneman said. Meanwhile, operators have to balance their capital investments against the maintenance of a certain operating expense load.

According to Taylor, a system owner has to look at a number of factors, including how many channels he can live with when he gets through with an upgrade. "If you are a 12-channel system, can you live with 21, or do you want 25 or 35 or 40. . . or do you want to have over 100 channels? If you are looking at 20 or maybe up to 35 channels, you can probably drop in effectively on a 12-channel system, depending on a lot of other circumstances.

"If you need 40 or 50 channels, you can probably drop in on one designed for 35 or maybe even 30 channels. If you need 60 or 70, you can probably bring a 35- or 50-channel system up, but you couldn't bring a 12-channel system up if you need 100 channels—you've got no choice then but to go to dual cable," Taylor said.

Other factors include: What is the condition of cable in the plant? Has it been contaminated already by moisture? Is it cable with the old style connectors that have damaged the ends of the cable? Has it got a lot of splices, cramps or kinks in it? Is it in bad shape, or can you reuse it?

Also, what are the cascades like? "If the system is built with 35 or 40 or 50 amplifier cascades, the chances of being able to upgrade it are pretty slim," Taylor said. "But if you are already a 25-cascade system, I think

Characteristics of systems that are rebuilding

Number of basic subscribers	
less than 1,000	18.5%*
1,001 to 5,000	41.1
5,001 to 10,000	18.2
10,001 to 20,000	13.3
20,001 to 50,000	8.9
more than 50,000	2.0

Market area summary	
Top 50 Markets	43.2%
2nd 50 Markets	28.7%
Below Top 100	28.1%

*All percentages are of systems that expect to rebuild within the next 10 years.

you can probably drop in, other things being acceptable."

Malarkey points out other factors to be considered: What the operator himself would like to do, what the franchise requirements are, what the competition dictates (both inside the market, from MDS, DBS and SMATV, and outside, from an adjacent cable system) and general financial conditions, including the cost and availability of funds.

"Then, of course, you have to develop scenarios regarding programming—the revenues to result from an expansion or an increase in channel capacity and what your capital expenses are going to be," Malarkey added.

The first step, and the one most often missed by operators, in the opinion of Polis, is to start with a completely accurate set of maps of the existing plant. "Make sure all the information is there that exists in the field," he said.

Second, an operator should make a mechanical inspection of the system to make sure the cable itself is structurally sound and that the supporting strand and other hardware has not deteriorated to the point that it won't support the new electronics for a given period of time.

"When you are going to do a retrofit where you are changing out the electronics, the taps and passives, every time you pull something out, you are interfering with the subscribers," Polis pointed out. "So what you had better know up front is exactly what kind of condition that system is in, so there are no surprises that might force you to leave the system off for inordinate periods of time.

"There's nothing worse than to disconnect a cable, hook it into the new amplifier and find out the cable is defective and not to have a crew there to replace it," he said.

Polis also suggests an electrical analysis to determine if the cable is in fact passing the frequencies that it is required to. That way an operator can find out what electronics in the system may stay and how much will have to be changed. He said a spot test is usually adequate for this purpose.

How much lead time?

The decision making process can take a cable operator from a few months to as much as a year, according to Hanneman. "If they do all their homework from the financial standpoint, talk to potential lenders and analyze all the aspects that need to be analyzed including the type of design and type of rebuild, it could be six months before (cable operators) make a final decision as to what is best for them," estimates Malarkey.

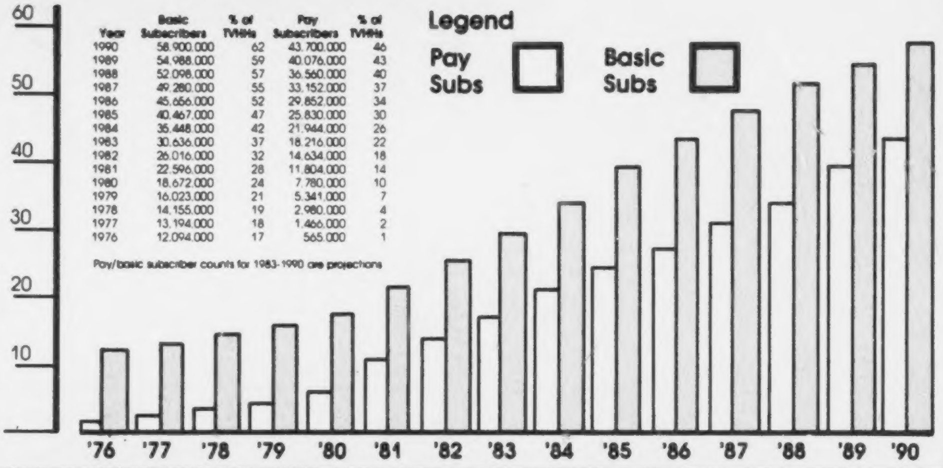
Malarkey-Taylor has worked with clients who had to deal with their cities during the planning process—they had to get the cities to accept what they planned and then negotiate to make any necessary changes with municipal authorities. "It's gone on for two or three years sometimes, depending on the circumstances," Malarkey commented.

"Ideally, you should sit down a year or two before the renewal period comes up and say, 'We had better start our planning now so we can go to the City Council with a viable plan,'" Polis said. "Unfortunately, in most cases, six months prior to the expiration of the franchise the City Council comes back and says, 'Company B has said it can do this for us. What can you do?' And it's a scramble to try to come up with how it's going to be done." ■

Cable stats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	36.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	26.016.000	32	14.634.000	18
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.

Cable services subscriber counts

Satellite-fed national services

Basic service	**Affiliates**	**Subscribers**	**% change in subs from 9/30**	
ACSN: The Learning Channel	459	3.825.000	+5.75	
ARTS (Hearst/ABC)	1.936	12.300.000	NC	
Black Entertainment Television (BET)	246	5.370.930	NC	
Cable Health Network (CHN)	1.401	14.011.162	+5.71	
Cable News Network (CNN)	4.184	22.626.000	+3.98	
CNN Headline News[2]	780	7.793.000	+32.2	
C-SPAN America's Network	1.100	14.500.000	NC	
CBN Cable Network	3.900	23.006.959	+2.17	
Country Music Television	45	1.200.000	NC	(6/30)
Daytime (Hearst/ABC)	755	10.000.000	NC	
Entertainment & Sports Programming Network (ESPN)	6.878	28.500.000	+13.6	
Eternal Word Television Network (EWTN)	102	1,627.253	+.12	
Financial News Network(FNN)	700	12.000.000	+25	
Modern Satellite Network (MSN)	514	8.640.860	+4.05	
Music Television (MTV)	1.950	15.000.000	NC	
The Nashville Network (TNN)	1.250	10.000.000	NC	
National Christian Network (NCN)	108	1.439.153	NC	
National Jewish Television (NJTV)	147	2.823.916	NC	
Nickelodeon	2.925	13.950.000	NC	
PTL Satellite Network	800	8.000.000	NC	
Satellite Program Network (SPN)	460	8.743.763	+1.60	
SIN Television Network[3]	241	3.237.200	NC	
Trinity Broadcasting Network	280	3.350.000	+4.17	
USA Network	4.000	20.000.000	NC	
Video Concert Hall[4]	NA	4.000.000	NA	
The Weather Channel	1.000	10.000.000	NC	
WGN	4.747	10.952.071	+.18	
WOR	825	4.201.380	+.71	
WTBS	5.739	27.654.000	NC	

Pay service				
Bravo	95	145.000	+3.4	(8/30)
Cinemax	1.800	2.500.000	NC	(5/31)
The Disney Channel	1.000	532.000	+20	
GalaVision	180	125.000	NC	(6/30)
Home Box Office (HBO)	5.000	12.500.000	NC	(5/31)
Home Theater Network (HTN)	385	230.000	NC	
The Movie Channel (TMC)	2.600	2.500.000	NC	(6/30)
The Playboy Channel	300	556.000	+.18	
Showtime	2.700	4.500.000	NC	(8/30)
Spotlight	225	765.000	NC	(7/31)

Audio service			
Cable Jazz Network	NA	NA	NA
The Jazz Network (KKGO)	13	800.000	NC
Lifestyle	154	2.500.000	NC
Love Sounds	NA	NA	NA
Moody Bible Institute	26	369.580	NC
Nice and Easy	NA	NA	NA
Satellite Radio Network	50	400.000	NC
SCAN	19	120.000	NC
WFMT	169	815.700	-8.95

Text service				
AP News Cable	426	4.900.000	+4.08	
Dow Jones Cable News	138	1.700.000	NC	
Electronic Program Guide (EPG)	123	2.275.107	+3.52	
Reuters News View	350	3.500.000	NC	(8/82)
UPI Newscable	510	NA	NA	

Non-satellite-fed national services

Bicycled service			
The CableShop[5]	11	250.000	NA
Fuji Network	4	2.740	NC
Nippon Golden Network	3	7.000	NC
PlayCable	20	NA	NA

Regional entertainment services

Regional service				
Atlanta Interfaith	7	126.000	NC	
Atlantis Entertainment Network	5	9.800	NC	(4/30)
Bay Area Religious Channel (BARC)[6]	1	3.500	NA	
Buffalo Sabres Hockey	12	430.000	+2.32	
Festival-The Texas Cable Network	6	539.000	+2.78	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	7	14.200	+7.04	
Home Sports Entertainment (Pittsburgh)	7	5.200	NA	
Life Newsvision (Chicago Suburbs)	6	11.000	NC	
Madison Square Garden	50	1.500.000	NC	
MetroChannel	5	110.000	NC	
Newsday Cable	1	201.000	+2.48	
PRISM-Philadelphia	88	358.000	+.83	
Sonics Superchannel	10	23.000	NC	
SportsChannel (New England)	32	27.500	+9.09	
SportsChannel (New York)	33	313.200	+4.15	
SportsVision	12	14.000	+3.57	
Video Music Channel	4	110.000	NC	
Z-Channel	23	100.107	+8.79	

Announced services

Non-satellite-fed service	**Expected launch**
The Games Network	12/83

Regional service	
Box Seat	1/84
Capital Sports	4/84
Pro-Am Sports	4/84
Wisconsin All-Sports Network	3/84
Sports Time (Anheuser, Multimedia, TCI)	4/84

Satellite-fed service	
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	TBA
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Epsicopal TV Network	TBA
Kidvid Network	3/84
M-Net	TBA
Magicable	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Network	TBA

Cable stats

Satellite-fed service	Expected launch
The Pleasure Channel	1/84
The Silent Network	1/84
Star Video Music	1/84
Storytime	1/84
The Work ChannelTBA	

Note: Subscriber and affiliate counts are as of 10/31/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
[1,2] partially includes SNC switchout.
[3] Total SIN reach. Total Spanish-speaking households: 27,217,700.
[4] Re-launch; shows an approximate figure.
[5] New service; subs are approximate.
[6] Former sub and affiliate counts designated commitments; as of launch date, Oct. 13, 1983, these are actual counts.
Source: ICR, Cable Information Service—a Titsch Communications division.

National advertising

This chart lists national advertising sales by the basic cable networks during November 1983.

BET
American Home Products (R)
Amtrak (R)
Anheuser-Busch (R)
AT&T (R)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (R)
The Disney Channel (R)
Eastman Kodak (R)
Ford (R)
General Mills (N)
HBO (N)
Hershey's (N)
IBM (R)
J. C. Penney (N)
Kraft (R)
Mobil Oil (R)
Paramount Pictures (N)
Pepsico (R)
Pillsbury (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears (R)
U.S. Army (N)
U.S. Coast Guard (N)
U.S. Marines (R)
Universal (N)
Walt Disney Productions (N)
Westinghouse (R)
Wrigley's (R)

C-SPAN
AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

The CableShop
American Coupon Club (N)*
Arrow (N)
Campbell Soup (N)
CBN Cable Network (N)
Comp-U-Card (N)*
Eastman Kodak (N)
Esmark (N)
Johnson & Johnson (N)
Kraft (N)
Levi Strauss (N)
M & M Mars (Uncle Ben's) (N)
Merrill Lynch (N)
Reynolds Metals (N)
Scott Paper (N)
Shopsmith (N)*
Tenneco (N)
Video Brochures International (N)*

CNN
Carnation (R)
Clorox (R)
Coca-Cola (R)
Ford (R)
Gulf Oil (R)
J.C. Penney (R)
Kal Kan (N)
Lipton (R)
M.B. Walton (N)*
Pollenex (N)
Procter & Gamble (R)
Rodale Press (N)
Sears (R)
Seiko (N)
Subaru (N)
Time (R)
U.S. Virgin Islands Tourism (N)*
Union Carbide (R)
Visa (N)
Warner Lambert (R)
Wrigley's (R)
Xerox (R)

CNN Headline News
Black & Decker (R)
Clorox (R)
Dow Jones (R)
Ford (R)
Gulf Oil (R)
Honda (N)
Kellogg's (R)
Magnavox (R)
Procter & Gamble (R)
Ralston Purina (R)
Remington (R)
Sears (R)
Time (R)
U.S. Virgin Islands Tourism (N)
Union Carbide (R)
Urban General (R)
Visa (N)
Wausau Insurance (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
FTD (R)
General Mills (Red Lobster) (R)

Dow Jones Cable News
Charles Schwab (R)
Dow Jones (R)
Hilton Hotels (R)
Market Data (N)*
Waldorf-Astoria (R)

ESPN
American Cyanamid (R)
Anheuser-Busch (R)
American Home Products (R)
Athlete's Foot (R)
Bardahl Motor Oil (R)
Blistex (N)*
Block Drug (R)
Bloodhorse Magazine (R)
Cribari Wines (N)*
Dow Jones (R)
Eastman Kodak (R)
Epson Computers (R)
Ford (R)
For Members Only (R)
Johnson & Johnson (R)
JVC (N)
Kentucky Fried Chicken (N)
Kloss Video (R)
Michelin (R)
Murdoch Productions (N)
Paramount (R)
Prince Tennis Rackets (R)
Radio Shack (R)
Reid Flash Land Prod. (N)
Sears (R)
Soloflex (R)
Sports Illustrated (R)
State Farm Insurance (R)
STP Oil (R)
3M (R)
Trustworthy Hardware (R)
Uniden (N)
Visa (N)
Warner Bros. (R)
Xerox (R)

Financial News Network
American Airlines (R)
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
British Airways (R)
Business Week (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (R)
The Finer Edge (R)
First American Currency (N)
First Futures (R)
First Trading Group (N)
Fisher Stereo (R)
G.E. Credit Corp. (R)
Guardian Precious Metals (R)
General Motors (R)
Hawaiian American Cruises (R)
JNC Magazine (R)
International Trading Group (R)
Investment Metals International (R)
Investment Rarities (N)
Kiplinger (R)
Liberty Publishing (N)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
Marsten System (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Bank of Poland (R)
National Geographic (R)
Newsweek (R)
North American Systems (R)
OTC Review (R)
Paine Webber (N)
Pan Southwest (N)
Paulson Investment (R)
Premeco (R)
Prudential-Bache (R)
Quasar (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (R)
Sears (R)
Sharper Image (R)
Silver Reed of America (R)
Smythe Wheatly (R)
Standard and Poor's (R)
T.L. Communications (N)
Tandy Corp. (R)
Toyota (R)
Value Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)
Zond Systems (R)

MSN
Arkla (R)
Briar Industries (N)*
Ralston Purina (N)
Schering-Plough (R)
Swift (N)
Universal Foods (N)

The Nashville Network
Acme Boots (R)
Beaird-Poulan (R)
CBS Records (R)
Champion Spark Plugs (R)
Columbia Pictures (R)
Eastman Kodak (R)
Flying Tigers (R)
Ford (R)
General Motors (R)
Gusto Records (R)
Haggar (R)
Kraft (R)
Lorillard Tobacco (R)
Martha White (R)
Members Only (R)
National Life & Accident Insurance (R)
Playboy (R)
Philip Morris (R)
R.J. Reynolds (R)
Ralston Purina (R)
Stroh Brewery (R)
Suffolk Marketing (R)
Time (R)
Universal Pictures (R)
Warner Lambert (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Amaretto Di Saronno (R)
Anheuser-Busch (R)
Campbells (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Ford (R)
Procter & Gamble (R)
Sears (R)
Warner Brothers (N)

SPN
Architectural Digest (R)
Century 21 (R)
Dow Chemical (R)
North American Systems (R)
Pfaff Sewing Machines (R)
Qantas Airlines (R)
Rubbermaid (R)
Searle (R)

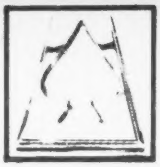
USA Network[4]
American Home Products (R)
Banfi (R)
Beaird-Poulan (R)
Bristol-Myers (R)
Brunswick (N)
Cambridge Cologne (N)*
Campbell Soup (R)
Clorox (R)
Colgate/Palmolive (R)
Duracell (R)
Eastman Kodak (R)
Ford (R)
General Foods (R)
General Motors (R)
JVC (N)
Levi Strauss (R)
Mattel (R)
Mobile Oil (R)
Norelco (R)
Papbst Brewing (R)
Phillip Morris (R)
Procter & Gamble (R)
Toyota (R)
U.S. Virgin Islands Tourism (N)*

The Weather Channel
Ace Hardware (R)
American Motors (R)
ANCO (R)
Champion Spark Plugs (R)
Dupont (R)
Haggar (R)
Philips Petroleum (R)
Pillsbury (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats (R)
Richardson-Vicks (N)
Scott Paper (R)
Sterling Drug (N)
3M (R)
United Airlines (R)
Whirlpool (R)

WTBS
Actrix Computers (N)
Anheuser-Busch (R)
Beachnut (R)
Digital Computer (N)
Eastman Kodak (R)
Emery (R)
Gallery of Homes (N)
General Mills (R)
K-Tel (R)
Miles Laboratories (R)
Northern Petroleum Chemicals (N)
Procter & Gamble (R)
Quaker Oats (R)
Redman Tobacco (R)
Rubbermaid (N)
Shrade Cutlery (N)
Stroh Brewery (R)
Thompson Medical (R)

* New to network advertising
R denotes renewal client
N denotes new client
New to advertising chart; shop-at-home service
Total advertising clients for November: 84 clients, 62 clients, [4] 96 clients, 51 clients
Source: ICR, Cable Information Service—a Titsch Communications division
Cable Statistical Editors: Paula Caffey, Shawn Cantrell, Mira Dabrowski, Maribeth Thelen
(202) 463-3666

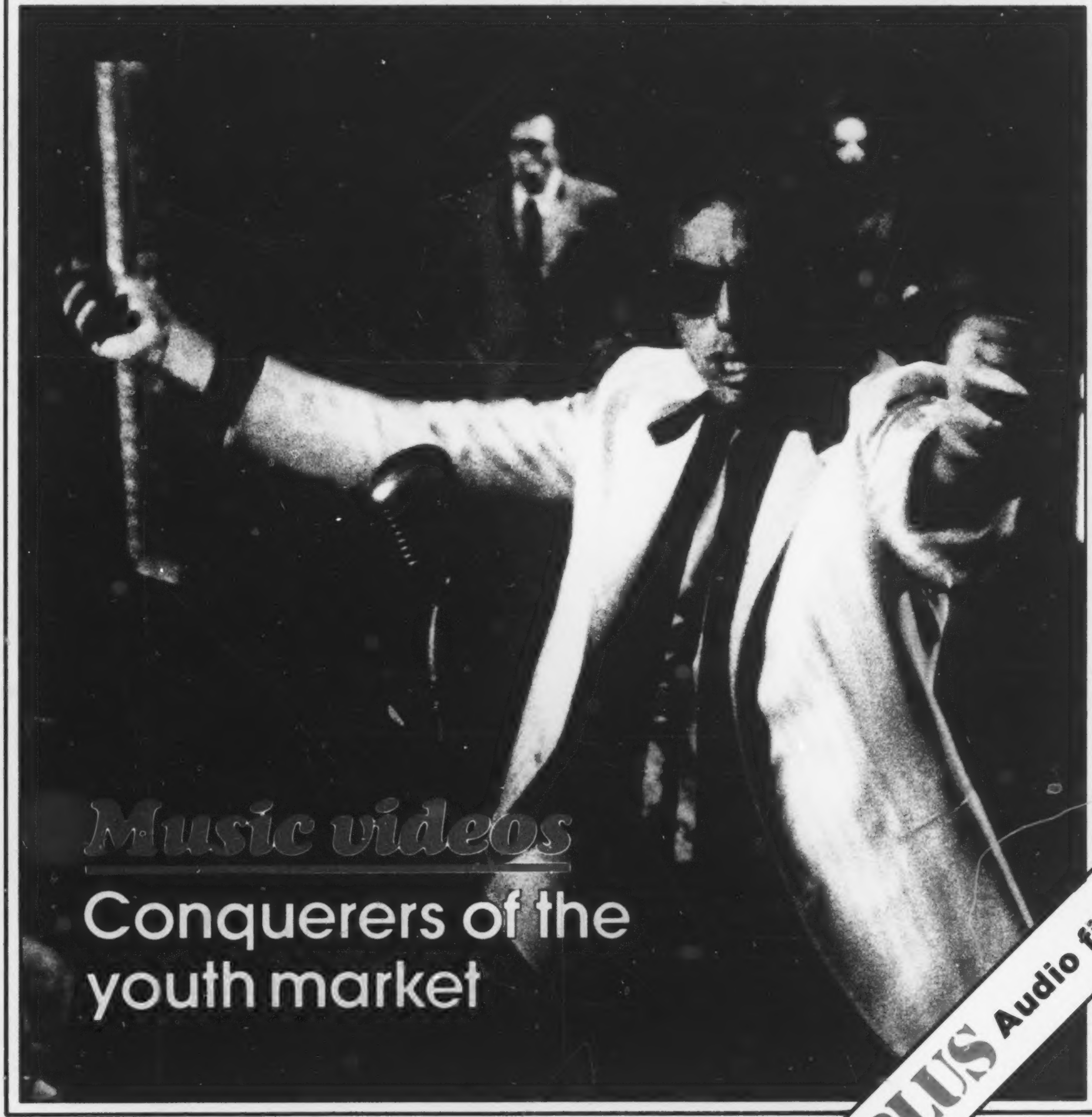
C8920-2A



- Robert DiMatteo critiques the ACEs
- Four U.S. firms in U.K. cable pilot projects
- Lifetime backers finally announce launch
- HBO execs talk more about DBS, scrambling

CableVision™

The news and features weekly of the cable television industry
December 12, 1983



Music videos

Conquerers of the youth market

PLUS Audio files

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Third cable program meet

NCTA expects 1,000 people for its third cable programming conference, to take place Dec. 11-12. Beyond panels and the ACE Awards, attendees can expect announcements from Showtime/The Movie Channel, the Council for Cable Information and USA Network. **Leading the week, pages 18-24.**

Lifetime sets air date

Hearst/ABC-Viacom Entertainment Services, after months in waiting, finally announce a February launch date for Lifetime, the merged service arising from consolidation of Daytime and Cable Health Network. **Leading the week, pages 18-24.**

HBO mulls DBS plans

HBO executives start to talk a bit more about their much-rumored DBS plans, confirming that talks are ongoing with MSOs about doing installations in non-cabled areas adjacent to their franchises. Meanwhile, DBS rights appear to figure in HBO's timetable to scramble its national feeds. **Leading the week, pages 18-24.**

U.K. begins negotiations

The British government moves forward with its pilot cable projects, as 11 bidders are selected to negotiate for licenses to wire parts of Great Britain. American firms ATC, Comcast, Cablevision and Oak are involved in winning bids. **Leading the week, pages 18-24.**

Rollins loses franchise

The Massachusetts cable television commission decides to revoke Rollins' franchise in Danvers. This is the second time the Atlanta-based MSO has lost a franchise in that state. **Leading the week, pages 18-24.**

Wirth confronts cities

The League of Cities officially backs off from the House cable bill at its annual meeting, despite a point-by-point defense offered by its author, Rep. Tim Wirth. **Leading the week, pages 18-24.**

Wheeler reigns through '85

The NCTA Board extends President Tom Wheeler's contract through Nov. 1, 1985, and elevates Executive Vice President Jim Mooney to COO. **Leading the week, pages 18-24.**

Jerrold plans telco use

Canadian telco technology figures in Jerrold plans to offer off-premises addressable equipment starting next year. The products ultimately will have capacity for handling transactional, interactive and possibly telco services. **Leading the week, pages 18-24.**

ABC unveils pay TV project

ABC's new TeleFirst pay TV experiment will begin operations in Chicago on Jan. 17. **Leading the week, pages 18-24.**

DiMatteo

Einstein, ACE and cable

CableVision critic Robert DiMatteo takes a retrospective look at 1983 cable fare with some picks and pans. DiMatteo was one of the judges for this year's Awards for Cablecasting Excellence, and comments on the structure of the program and its categories. **Page 51.**

Philly cable efforts stalled

Preliminary evaluations have been received, but the November vote was postponed. **Page 58.**

About the cover

Los Angeles Bureau Chief Eric Taub examines the world of music videos in this week's *CableVision Plus*. Shown on the cover is Billy Joel, from the video shoot of *Tell Her About It*, produced by Jon Small and directed by Jay Dubin. Photo courtesy of Columbia Records. Story on page 30.

This week in PLUS

When MTV launched, it hit a vein among young viewers more directly than has almost anything in recent years. Its effect on the youth market is so strong that even the unbending record companies are changing their marketing strategies to better sell their albums. Watching MTV's success, many an entrepreneur decided to try his hand at music videos. Will the market bear so many like services? And will music video successes be long-lived or just a passing fad? . . . Meanwhile, audio-only programmers in growing numbers are making plans to transmit via cable. Their plan is to help reduce churn and to offer additional revenue to cable operators. And as they gear up their services, the technology is gearing up for a more secure and eventually digital mode of transmission. **Pages 27-50.**

Film product comparison—December

Film	Pay Networks					Distributor
Absence of Malice	HBO				(C)	Columbia
A Christmas Carol		SHO	TMC			20th Century-Fox
The Adventures of the Wilderness Family		SHO	(TMC)	HTN		Simcom
A Hero Ain't Nothin' But a Sandwich					C	UFA
A Lady Takes a Chance					C	Samuel Goldwyn Co
A Little Sex	HBO		(TMC)			Universal
Alone in the Dark		SHO*	(TMC)			Viacom
An Officer and a Gentleman	HBO	SHO*	(TMC)			Paramount
A Song is Born					C	Samuel Goldwyn Co
Author! Author!	(HBO)	SHO*	TMC	HTN		20th Century Fox
Baby Blue Marine				HTN*	(C)	Columbia
The Best Years of Our Lives		(SHO)			C*	Samuel Goldwyn Co
Beyond a Reasonable Doubt			TMC			Satori
Birgitt Haas Must Be Killed			TMC			Frank Moreno
The Blue Lagoon					C	Janus
Bonnie Scotland		SHO				MGM/UA
Breaking Away		SHO*	(TMC)		(C)	20th Century-Fox
Breaker Morant	HBO				(C)	New World
Brigadoon		SHO				MGM/UA
The Burning		SHO	TMC			Orion
Bush Christmas			TMC			Quartet
Butterfly		SHO				Analysis
Cannary Row		(SHO)	TMC	HTN*	(C)	MGM/UA
The Challenge	HBO		TMC			CBS
Chariots of Fire		SHO*	(TMC)	HTN		Warner Bros
The Chosen	HBO	SHO	TMC			20th Century-Fox
Clay Pidgeon					C	MGM/UA
Confessions of a Pop Performer		SHO				Columbia
Confessions of a Window Cleaner		SHO*				Columbia
The Cowboy and the Lady		SHO				Goldwyn
Creepshow	HBO	SHO	TMC			Warner Bros
Crossbar	HBO	SHO	TMC	(HTN)		Oak Media
Dangerous When Wet		SHO				MGM/UA
Das Boot/The Boat	HBO*	(SHO)				Columbia
Death Trap	(HBO)		TMC			Warner Bros
Death Wish II	(HBO)				C*	Orion
Decision before Dawn				HTN		20th Century-Fox
The Deep		SHO			(C)	Columbia
Dirty Hands		SHO*				Film Gallery
Diva	HBO		TMC			MGM/UA
Don's Party		SHO				Satori
Don't Cry, It's Only Thunder		SHO	(TMC)	(HTN)	(C)	Samuel Goldwyn Co
Don't Go Near The Water		SHO				MGM/UA
Dot and Santa Claus		SHO			C	Satori
Double Deal					C	Samuel Goldwyn Co
Dragonslayer	(HBO)	SHO*				Paramount
Dusty			TMC			Castle Hill
Eating Raoul	HBO		(TMC)		(C)	20th Century-Fox
Elizabeth the Queen				HTN		Enter-Tel
Endangered Species	HBO	SHO	TMC			MGM/UA
Enigma	HBO*		TMC*			Embassy
Enter the Ninja		SHO*	(TMC)		(C)	Viacom
Evil Under the Sun					C	AFD
Fast Company					C	Tom Parker
Final Assignment	HBO		TMC			Almi Group
The First Time	(HBO)		TMC			Film Gallery
Force Five	HBO*	(SHO)				Viacom
Forever Darling		SHO				MGM/UA
Four Friends	HBO		TMC			Orion
Frances					C	AFD
Friendly Persuasion			TMC		C	Lorimar
Gallipoli	(HBO)		TMC	(HTN)		Paramount
Gigot		HTN				20th Century-Fox
Gimme Shelter			(TMC)		C	Almi Group
Gizmo		(SHO)		HTN		Film Gallery
The Godfather II		(SHO)	(TMC)		C*	Paramount
Goodbye Emmanuelle		(SHO)			C	Miramax
Gray Lady Down		(SHO)			C*	Universal
Grease 2			TMC*			Paramount
Great Adventure	SHO*					Simcom
Hamlet				HTN*		Columbia
Happy Road	SHO					MGM/UA
Having a Wild Weekend		SHO				Warner Bros
Heavy Metal	(HBO)		TMC		(C)	Columbia
Hit and Run			TMC			Comworld
Honky Tonk Freeway					C	AFD
Honky Tonk Man	(HBO)	SHO*	(TMC)	(HTN)		Warner Bros
The Hound of the Baskervilles	(HBO)	SHO*	TMC*			PSO
Humanoid from the Deep		SHO				Viacom
If You Could See What I Hear	(HBO)	(SHO)			C	Jensen Farley
I Never Promised You a Rose Garden			(TMC)		C	Viacom
Interrupted Melody		SHO				MGM/UA
I Ought To Be in Pictures		SHO*		(HTN)		20th Century-Fox
It Happened at the World's Fair		SHO				MGM/UA
I Wonder Who's Killing Her Now					C*	Lorimar
Jesus				HTN		Warner Bros
Just Before Dawn		SHO	(TMC)			Juniper
The Kid From Brooklyn					C*	Samuel Goldwyn Co
The Kidnapping of the President					C*	Viacom
Klondike Fever	HBO*					HBO
The Last Unicorn	(HBO)		TMC*			AFD
L'Aventura					C	Janus
Let's Spend the Night Together					C	Embassy
Liar's Moon			TMC			Crown Intl
The Long Good Friday					C	Handmade Films
Long Riders			TMC		C	MGM/UA
Lookin' to Get Out	(HBO)		(TMC)		C	Lorimar
Love at First Bite		SHO				Viacom
Love Child	(HBO)	SHO	(TMC)			Warner Bros
MacArthur		SHO*			C	Universal
The Man From Snowy River	HBO	SHO*	TMC*	HTN		20th Century-Fox
The Man Who Skied Down Everest			TMC			Cinema 5

John Voight (right) stars as a divorced father trying to establish a new relationship with his kids—played by Robby Kiger (in robe), Roxanna Zal and Son Hoang Bui—in 'Table for Five.'

Cable stats

Film	Pay Networks					Distributor
Megaforce	HBO				(C)	Film Gallery
The Mirror Cracked					C	AFD
The Missionary	HBO*		(TMC)			Columbia
Mondo Cane					C*	Janus
Moonshine County Express			TMC*		(C)	Viacom
Monsignor	HBO	SHO				20th Century-Fox
The Mouse and His Child	(HBO)		TMC			Sanrio
My Cousin Rachel				HTN		Fox
My Fair Lady			TMC	HTN	C	CBS
The Next Man					C	Lorimar
Nine Hours to Rama				(HTN)	C*	20th Century-Fox
Nobody's Perfect				HTN*		Columbia
The Nutcracker				HTN		Warner Bros
Oliver			TMC	HTN*	C*	Columbia
One Dark Night			TMC*			Comworld
On the Waterfront			TMC	HTN	C	Columbia
Pennies from Heaven			TMC			MGM/UA
Peter No Tail		(SHO)	TMC*	(HTN)		Atlantic
The Pirate Movie	(HBO)	(SHO)	TMC*			20th Century-Fox
Poltergeist	(HBO)		(TMC)		C*	MGM/UA
Porky's	HBO	SHO	TMC			20th Century-Fox
The Return of Frank James				HTN		20th Century-Fox
Rio Conchos					C	20th Century-Fox
Rockshow			TMC			Miramax
Rocky III	(HBO)	(SHO)	(TMC)	HTN*	(C)	MGM/UA
Rollover	HBO	SHO	(TMC)			Warner Bros
Same Time Next Year			TMC		C	Universal
Savage Messiah					C	MGM/UA
Seach and Destroy	HBO	(SHO)				Viacom
The Secret Life of Walter Mitty		(SHO)	TMC*		(C)	Samuel Goldwyn Co
The Secret of NIMH	HBO	(SHO)	(TMC)	(HTN)		MGM/UA
The Seduction					C*	Embassy
The Sex Machine		SHO			C	Seymour Borde
Sharky's Machine	HBO	(SHO)	(TMC)			Warner Bros
Sherlock Holmes and the Scarlet Claw			TMC			Gutman
Sign of Four	HBO		TMC			PSO
Six Pack	(HBO)	(SHO)	(TMC)	(HTN)	C*	20th Century-Fox
Six Weeks	HBO					Polygram
Smash Palace			TMC			Atlantic
Snoopy Come Home			TMC	HTN		CBS
Sodom and Gomorrah				HTN	C	20th Century-Fox
The Soldier	(HBO)		TMC*			Embassy
Soldier in Love				HTN		Enter-Tel
Spirit of the Wind		SHO*		HTN*		Atlantic
Split Image					C*	Polygram
Stacey		SHO				Electric Picture Co.
Stardust					C	Columbia
Still of the Night	HBO*	SHO*	(TMC)	(HTN)		MGM/UA
Superman II		SHO	(TMC)			Warner Bros.
Table for Five	HBO*	SHO*	TMC	HTN		CBS
Tempest	HBO		(TMC)	(HTN)	(C)	Columbia
Thank You All Very Much					C	Columbia
They Got Me Covered		SHO				Samuel Goldwyn Co.
Things are Tough all Over	HBO		(TMC)		(C)	Columbia
Threshold			TMC			20th Century-Fox
Thunderbirds 1086: Devils Noon		SHO				ITC
Thunderbirds 2086: Thunderbold		SHO*				ITC
To Race the Wind		SHO*	(TMC)		(C)	Viacom
The Toy	(HBO)	(SHO)	(TMC)	HTN*	(C)	Columbia
Treasures of the Snow		SHO*				Turner Prog. Serv
Vanishing Wilderness	HBO					Simcom
Venom	(HBO)	(SHO)	TMC*			William Morris
The Verdict		SHO				20th Century-Fox
Vice Squad			TMC		(C)	Embassy
Victoria Regina				HTN		Enter-Tel
What a Way To Go			TMC*	HTN		Fox
Whose Life is it Anyway?			TMC		(C)	MGM/UA
The Wild Pony		SHO*	(TMC)			Sy Fischer
Wrong is Right	(HBO)				C	Columbia
Yes, Georgio!	HBO*	SHO*	TMC*	HTN		MGM/UA
Zapped	(HBO)	(SHO)	TMC			Embassy

Cable Network Legend
HBO—Home Box Office
SHO—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

- Networks in parentheses indicate carriage in July, August, September, October, November and/or December

- An asterisk following a network indicates the film is a carry-over from July, August, September, October, November and/or December

- In total, 173 films appear on the December schedules of HBO, Showtime, The Movie Channel, HTN and Cinemax. Of those titles during the last six months (July-December 1983), three films—"Rocky III," "Six Pack," and "The Toy"—played on all five services. Thirteen films appeared on four of the five networks, 30 on three and 52 on two networks. Seventy-five films are unduplicated.

- The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 21, followed by 20th Century-Fox with 19 and Columbia with 18.

- "The Man from Snowy River," starring Australian newcomer Tom Burlison and veteran actor Kirk Douglas, appears on the cover of HTN's guide. Showtime's guide features family movies, a comedy with Mel King and "Faerie Tale Theater." HBO, HBO/Cinemax, and The Movie Channel celebrate Christmas with colorful holiday decorations on their guide covers.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1.	Tele-Communications Inc.[1]	2,500,000 (9/83)
2.	American Television and Communications Corp.	2,300,000 (9/83)
3.	Group W Cable	1,917,000
4.	Cox Cable Communications Inc.	1,430,247
5.	Warner Amex Cable Communications Inc.	1,350,000
6.	Storer Cable Communications	1,315,000 (9/83)
7.	Times Mirror Cable Television Inc.	865,311 (9/83)
8.	Newhouse Broadcasting[2]	769,649 (9/83)
9.	Continental Cablevision	723,000
10.	Viacom Cablevision	699,561
11.	United Cable Television Corp.	601,000 (9/83)
12.	Sammons Communications Inc.	566,929
13.	Rogers Cablesystems Inc.	467,073 (9/83)
14.	Cablevision Systems Development	376,000
15.	TeleCable Corp.	375,295 (9/83)
16.	Heritage Communications	356,224
17.	Capital Cities Cable Inc.	335,600 (6/83)
18.	UA Cablesystems Corp.	331,300
19.	Comcast Cable Communications	320,000
20.	General Electric Cablevision	318,000

Subscriber counts are as of 10/83 unless noted otherwise.
[1] Number is an estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
Source: Sub counts are provided by the MSOs for ICR, Cable Information Service—a Titsch Communications division.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, Calif.	Cox Cable	233,476	(11/83)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	(8/83)
3	Houston, Texas	Warner Amex	184,900	(7/83)
4	Manhattan, N.Y.	ATC	181,575	(9/83)
5	San Antonio, Texas	Rogers Cablesystems	166,341	(9/83)
6	West Orange, N.J.	Maclean Hunter	152,667	(9/83)
7	Wayne, N.J.	UA Cablesystems	124,300	
8	Cincinnati, Ohio	Warner Amex	110,500	(7/83)
9	Tulsa, Okla.	United Cable	109,272	(9/83)
10	Audubon, N.J.	NYT Cable	107,511	
11	Rochester, N.Y.	ATC	103,300	(9/83)
12	Erie County, N.Y.	Prime Cable	102,664	(11/83)
13	San Jose, Calif.	Gill Industries	98,500	(8/83)
14	Baltimore County, Md.	Caltec Cablevision	97,967	
15	Tidewater, Va.	Cox Cable	97,201	
16	Austin, Texas	ATC	94,740	(9/83)
17	Honolulu, Hawaii	ATC	92,100	(9/83)
18	Seattle, Wash.	Group W Cable	91,200	
19	Orlando, Fla.[1]	ATC	90,000	(9/83)
20	Memphis, Tenn.	ATC	89,950	(9/83)

Subscriber counts are as of 10/83 unless noted otherwise.
[1] Number is an estimate.
Source: Sub counts are provided by the operators for ICR, Cable Information Service—a Titsch Communications division.

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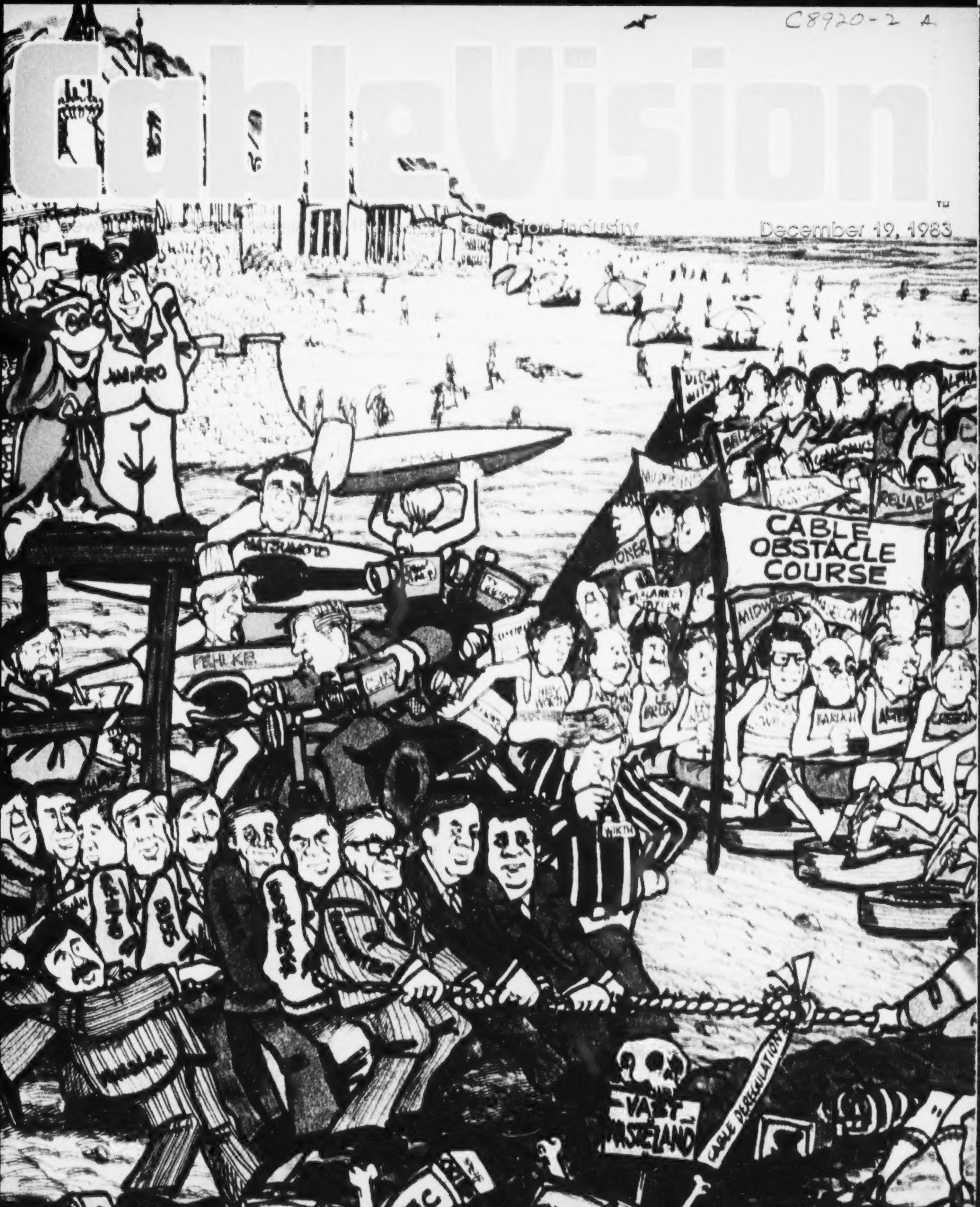
The newsweekly of the cable television industry

December 19, 1983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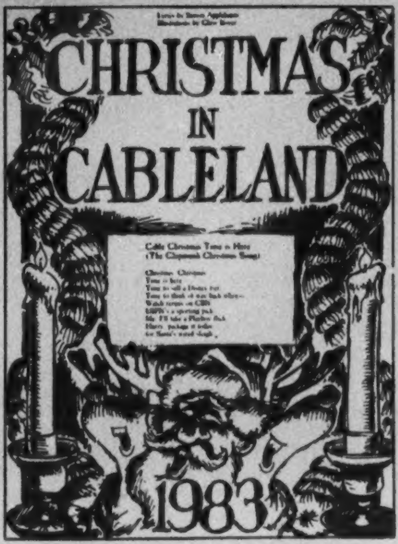


Christmas in Cableland

Familiar carols with a cable twist are offered with good cheer. **Page 135.**

New networks

Two new basic cable networks are scheduled to make their launch plans public on the first day of the Western Show. **Leading the week, pages 25-32.**

Oak launches hardware

Oak introduces new addressable transmission hardware with signal security provisions on the eve of the Western Show. **Leading the week, pages 25-32.**

Wheeler reigns through '85

The NCTA board extends President Tom Wheeler's contract through Nov. 1, 1985. **Leading the week, pages 25-32.**

Wirth confronts cities

The League of Cities officially backs off from the House cable bill at its annual meeting, despite defense offered by its author, Rep. Tim Wirth. **Leading the week, pages 25-32.**

The art of negotiation

Selling films to pay TV has its own elaborate set of rituals. **Page 37.**

Emergency system considered

ELRA Group studies ways to extend the federal Emergency Broadcast System to cable. **Page 38.**

HBO wary of packaging

Marketing execs think some operators may be ignoring the a la carte push. **Page 45.**

Vidtel unveils 'Cableteria'

Mobile cable promotion unit seeks industry support for its '84 tour. **Page 45.**

AGB may test 'PeopleMeter'

British media research company seeking funding to test electronic diary by '84 in the United States. **Page 53.**

Newspapers head into cable

New study points to press preparation for future telecommunications technologies. **Page 56.**

Mobile uplink team

Tom and Aimee Sheddan operate traveling satellite uplink company called American Uplinks. **Page 56.**

Arizona SMATV suit

Legal ramifications remain uncertain for SMATV operators nationwide. **Page 68.**

NCTA publishes theft primer

Tips on theft-bill passage, press releases and sub letters are featured in the new book. **Page 68.**

Coping with cable's basics

Programming shakeouts, SMATV, translators and DBS are the topics on system operators minds as the Western Show swings into operation. Twelve operators share their views on the industry and the specific challenges in their areas. **Page 70.**

Thriving through innovation

Youthful upper management and a free-flowing style have contributed to Falcon's growth. **Page 90.**

Problematic Olympic coverage

Cable companies look ahead to the problems that are inherent to coverage of '84 event and future meets. **Page 127.**

About the cover

The Battle of the Cable Stars is the theme of this year's Western Show cover. Illustration by Rob Pudim.

This week in PLUS

In this issue, *CableVision Plus* explores the how-tos of two aspects of running a cable system. First, we look at why more systems and MSOs are turning to telemarketing. Door-to-door sales still are the most effective way to sell most new subscribers, but telemarketing can work well when door-to-door isn't possible because of franchise stipulations, or when upgrading current subscribers. . . "I don't care if you have 1,000 subscribers. You *need* a computer." That's what one operator says, and more and more operators are agreeing with him. Many still suffer from "computer anxiety," but the value of having a computer to do the day-to-day work at a system is becoming more apparent. **Pages 103-126.**

Nickelodeon ratings scored

Management is satisfied with reported audience shares as ad-supported service begins

NEW YORK—Monitored by Nielsen since the beginning of October, Warner Amex Satellite Entertainment's Nickelodeon children's service has garnered what its management deems respectible ratings—key to the service's recently-begun foray into advertiser-supported realm. NICK also is limiting what ad people term the "intrusiveness" of its child-directed pitches.

According to Nielsen Home Video Index measurement based on a subscriber estimate of 16.7 million potential cable homes, the service averaged a 1.0 household rating in NICK homes with at least one person under 18 years of age and an average 1.3 rating in homes with at least one person under 12 years. For total homes, NICK's rating was 0.6.

The figures were based on NICK's entire 14-hour programming day, not on dayparts. WASEC had not previously publicized that NICK was on the meter, although ad executives confirmed it to *CableVision* (*CV*, 10/17/83, p. 30).

Also, NICK Vice President and General Manager Cy Schneider confirmed that advertisements, which began to appear on the service in October, will be interspersed within programming in the afternoon 3 p.m. to 7 p.m. time period. But, he stressed, there would only be one program interruption of about 2½ minutes, for both ads, promos and IDs, in a single half-hour.

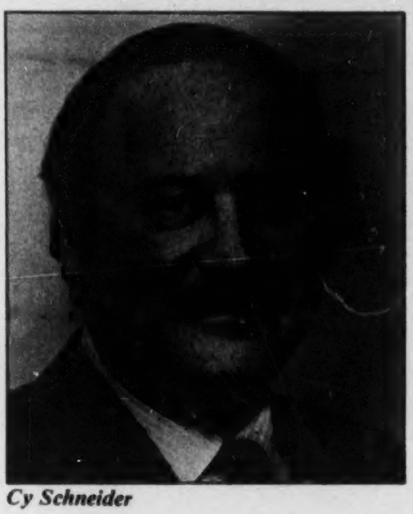
Significantly, in the early morning "preschool" hours, NICK officials have elected to "break in" to programming only on the half hour, and not within half hours.

Previously, NICK had said national advertisements would begin to be accepted in January. But, Schneider said, several major advertisers requested to buy time before that date and were accomodated. They include Quaker Oats Co., which had purchased 10-second "underwriting" promos prior to the move to national advertising; Mars/M&M candies; Kellogg's cereals; Milton Bradley toys; Smurfs and Walt Disney records; The Disney Channel; Hostess cakes; Activision video games; and Warner Lambert's Bubblicious Bubble Gum. He said the editing process to allow ad avails limited the number available before the new year.

WASEC had announced that local avails on NICK were available as of this fall. In the "pre-school" morning hours, NICK will have four national minutes and one local minute per hour; in the afternoon block, it will carry seven national minutes and one local minute hourly.

Commercial lengths of 30-, 60-, and some 90-second spots will be cablecast, Schneider said. He said that after consultation with educational and public interest groups, WASEC is following its own "internal" children's advertising guidelines. He declined to detail the guidelines, but said some seven or eight spots already have been rejected. He would not state why.

Schneider said it is his hope that the number of commercial intrusions will stay the same "for the foreseeable future." He indicated that ad buyers are going along with the plan, primarily because "they want the quality environment, totally unique," that NICK provides.


Cy Schneider

As for commercial considerations possibly affecting the programming—some programming critiques have raised that issue—Schneider firmly rejected such a notion. "Before anybody gets too worried about the quality of the programming, why don't they judge us by what we do, and not what we might do?"

Added Schneider, "Thus far, I haven't had advertisers say they want to change the programming. On the contrary."

—*Victor Livingston*

Local ad dollars to rise

Marketing firm predicts systems to reap $123 million from local ads in '84

NEW YORK—With some luck, cable systems might pick up some $123 million in local advertising revenues in 1984, compared to a projected $70 million this year. But that amount, large as it is, will be a pittance compared to ad dollars spent in other media.

So concludes a new report on local media trends for the next 12 months released last week by Broadcast Marketing Co. The firm's estimate on cable spending for 1984 was tabulated from data provided by the Cable Television Advertising Bureau and Paul Kagan Associates.

Compared to other media, cable will be at the bottom of the list in terms of local ad dollars spent. Newspapers will collect some $18 billion in revenue, ranking ahead of broadcast TV with $4.8 billion and radio with $4.5 billion, the report estimated. Following those media in allocated dollars in order are weekly newspapers, direct mail, in-store point of purchase, outdoor advertising, magazines and cable.

The company has been keeping track of local cable dollars in advertising since 1980; that year, it estimated $8 million in local revenue for the industry.

Estimates of local media ad expenditures 1980-1984

Year	Broadcast TV	Cable
1980	$2.9 billion	$8 million
1981	$3.3 billion	$17 million
1982	$3.7 billion	$32 million
1983	$4.2 billion	$70 million
1984	$4.8 billion	$123 million

Source: *Major Local Media/Trends and Projections 1935-1984*, Broadcast Marketing Company

Western Show advance

Two proposed cable services are expected to unveil plans for a crowd of 11,000

ANAHEIM, Calif.—The 15th edition of the Western Show gets underway here Dec. 13 with 11,000 people expected, and two proposed cable services to make launch plans known before the first day ends.

Prior to last month, convention organizers had predicted this year's attendance would equal last year's figure of nearly 11,000, or be slightly higher at best. With the pre-Thanksgiving weekend news that pre-registration reached 7,200 people, 15 percent higher than 1982, officials representing the sponsors of the show, the California and Arizona cable TV associations, now believe attendance will easily swell past the 11,000 mark by the time the show ends Dec. 15.

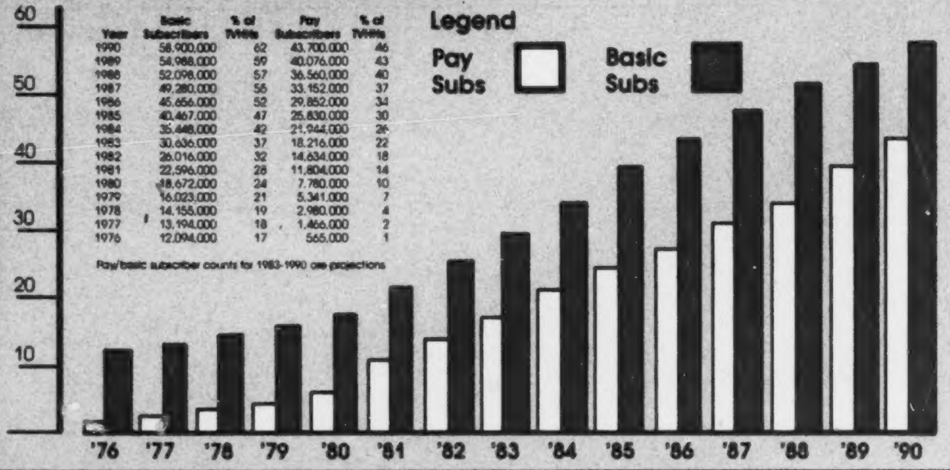
As of last week, 269 exhibitors had signed up for floor space at the show, eclipsing last year's previous record of 243 companies. The group will occupy some 148,000 square feet of space at the city's convention center, home of the Western Show since 1981.

Professional Education Network, one of

Cablestats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.

Cable program services

The following is a ranking by subscribers of the national satellite-fed basic (B), pay (P), audio (A) and text (T) services.

Service (type)	Subs	Affiliates	Start-up date
ESPN (B)	28,500,000	6,878	9/79
WTBS (B)	27,654,000	5,739	12/76
CBN Cable Network (B)	23,006,959	3,900	4/77
Cable News Network	22,626,000	4,184	6/80
USA Network (B)	20,000,000	4,000	9/80
Music Television (B)	15,000,000	1,950	8/81
C-SPAN (B)	14,500,000	1,100	3/79
Cable Health Network (B)	14,011,162	1,401	6/82
Nickelodeon (B)	13,950,000	2,925	4/79
Home Box Office (P)	12,500,000	5,000	12/75
ARTS (Hearst/ABC) (B)	12,300,000	1,939	4/81
Financial News Network (B)	12,000,000	700	11/81
WGN (B)	10,952,071	4,747	11/78
The Nashville Network (B)	10,000,000	1,250	3/83
The Weather Channel (B)	10,000,000	1,000	5/82
Daytime (Hearst/ABC) (B)	10,000,000	755	1/82
Satellite Program Network (B)	8,743,763	460	1/79
Modern Satellite Network (B)	8,640,860	514	1/79
PTL Satellite Network (B)	8,000,000	800	4/78
CNN Headline News (B)	7,793,000	780	1/82
Black Entertainment Network (B)	5,370,930	246	1/79
AP News Cable (T)	4,900,000	426	6/65
Showtime (P)	4,500,000	2,700	7/76
WOR (B)	4,201,380	825	4/79
ACSN: The Learning Channel (B)	3,825,000	459	10/79
Reuters News View (T)	3,500,000	350	1969
Trinity Broadcast Network (B)	3,350,000	280	5/78
SIN Television Network (B)	3,237,200	241	9/76
National Jewish Television (B)	2,823,916	147	5/81
The Movie Channel (P)	2,500,000	2,600	1/80
Cinemax (P)	2,500,000	1,800	8/80
Lifestyle (A)	2,500,000	154	3/81
Electronic Program Guide (T)	2,275,107	123	1/82
Dow Jones Cable News (T)	1,700,000	138	4/81
Eternal Word Television Network (B)	1,627,253	102	8/81
National Christian Network (B)	1,439,153	108	6/80
Country Music Television (B)	1,200,000	45	3/83
WFMT (A)	815,700	169	8/79
The Jazz Network (A)	800,000	13	4/83
Spotlight (P)	765,000	225	5/81
The Playboy Channel (P)	556,000	300	11/82
The Disney Channel (P)	532,000	1,000	4/83
Satellite Radio Network (A)	400,000	50	4/81
Moody Bible Institute (A)	369,580	26	5/82
Home Theater Network (P)	230,000	385	7/77
Bravo (P)	145,000	95	12/80
GalaVision (P)	125,000	180	10/79
SCAN (A)	120,000	19	11/82

Note: Subscriber and affiliate counts are provided by the program services for ICR, Cable Information Services—a Titsch Communications division.

Top 10 MSO overview

1. Tele-Communications Inc.

Call Box 22595, Wellshire Station
Denver, Colo. 80222
(303) 771-8200
Dr. John Malone, president
Number of operating systems: 400
Total basic subscribers: 2,500,000 (9/83)
Total pay subscribers: 1,500,000 (9/83)

2. American Television and Communications Corp.

160 Inverness Dr. W.
Englewood, Colo. 80112
(303) 799-1200
Trygve Myhren, chairman and CEO
Number of operating systems: 110
Total basic subscribers: 2,300,000 (9/83)
Total pay subscribers: 2,080,850 (9/83)
Total homes passed: 4,400,000 (9/83)

3. Group W Cable

888 7th Ave.
New York, N.Y. 10106
(212) 247-8700
Daniel Ritchie, chairman and CEO
Number of operating systems: 152
Total basic subscribers: 1,917,000 (10/83)
Total pay subscribers: 1,438,000 (7/83)
Total homes passed: 3,372,000 (7/83)

4. Cox Cable Communications Inc.

1400 Lake Hearn Dr.
Atlanta, Ga. 30319
(404) 843-5000
David Van Valkenburg, president
Number of operating systems: 66
Total basic subscribers: 1,430,247 (10/83)
Total pay subscribers: 1,505,858 (10/83)
Total homes passed: 2,387,615 (6/83)

5. Warner Amex Cable Communications Inc.

75 Rockefeller Plaza
New York, N.Y. 10019
(212) 484-8000
Drew Lewis, chairman and CEO
Number of operating systems: 119
Total basic subscribers: 1,350,000 (10/83)
Total pay subscribers: 1,290,000 (10/83)
Total homes passed: 2,900,000 (6/83)

6. Storer Communications Inc.

12000 Biscayne Blvd.
P.O. Box 61-8000
Miami, Fla. 33161
(305) 899-1000
Peter Storer, chairman and CEO
Number of operating systems: 122
Total basic subscribers: 1,315,000 (9/83)
Total pay subscribers: 1,365,000 (9/83)
Total homes passed: 2,501,135 (7/83)

7. Times Mirror Cable Television Inc.

2381 Morse Ave.
Irvine, Calif. 92714
(714) 660-0500
Ralph Swett, president
Number of operating systems: 64
Total basic subscribers: 885,311 (9/83)
Total pay subscribers: 705,993 (9/83)
Total homes passed: 1,739,302 (9/83)

8. Newhouse Broadcasting (parent company for following 3 MSOs)

MetroVision Inc.
211 Perimeter Ctr. Pkwy.
Atlanta, Ga. 30346
(404) 394-8837
Henry Harris, president
Number of operating systems: 31
Total basic subscribers: 241,033 (9/83)
Total pay subscribers: 255,824 (9/83)
Total homes passed: 410,476 (6/83)

NewChannels Corp.
P.O. Box 4872
Syracuse, N.Y. 13221
(315) 455-5826
E.R. Vadeboncoeur, president
Number of operating systems: 27
Total basic subscribers: 278,616 (10/83)
Total pay subscribers: 188,905 (10/83)
Total homes passed: 367,500 (10/83)

Vision Cable Communications Inc.
270 Sylvan Ave.
Englewood Cliffs, N.J. 07632
(201) 894-5555
Michael Wilner, president
Number of operating systems: 20
Total basic subscribers: 250,000 (9/83)
Total pay subscribers: 274,000 (9/83)
Total homes passed: 550,000 (9/83)

9. Continental Cablevision Inc.

The Pilot House-Lewis Wharf
Boston, Mass. 02110
(617) 742-9500
Amos Hostetter, president
Number of operating systems: 62
Total basic subscribers: 723,000 (10/83)
Total pay subscribers: 764,000 (8/83)
Total homes passed: 1,320,000 (8/83)

10. Viacom Cablevision

P.O. Box 13
Pleasanton, Calif. 94566
(415) 828-8510
John Goddard, president
Number of operating systems: 19
Total basic subscribers: 699,561 (10/83)
Total pay subscribers: 544,684 (9/83)
Total homes passed: 1,341,200 (9/83)

Municipally owned cable systems

City, state	Basic rate	Channel capacity	Plant miles	Homes passed	Basic subs	As of
Opp, Ala.	$6.00	15	82	2,584	2,593	11/83
Conway, Ark.	$7.50	36	121	7,000	5,353	10/83
Borrego Springs, Calif.	$12.50	12	100	1,500	950	11/83
San Bruno, Calif.	$7.25	26	73	11,500	7,500	11/83
Copper Mt., Colo.	$15.00	21	6	730	730	10/83
Newberry, Fla.	$6.00	12	10	520	150	10/83
Valparaiso, Fla.	$7.00	35	21	1,414	1,300	10/83
Covington, Ga.	$7.95	36	183	6,816	2,650	11/83
Monroe, Ga.	$4.00	25	73	3,600	2,964	10/83
Americus, Kan.	$12.00	10	7	360	272	11/83
Baxter Springs, Kan.	$8.50	12	32	1,900	1,141	10/83
Cawker City, Kan.	$10.00	12	6	273	236	10/83
Columbus City, Kan.	$8.36	12	26	1,600	750	10/83
Marion, Kan.	$12.50	13	16	950	415	10/83
Waverly, Kan.	—	9	6	250	150	5/83
Frankfort, Ky.	$3.50	21	150	12,000	8,900	11/83
Crystal Falls, Mich.	$4.50	21	20	900	820	9/83
Norway, Mich.	$4.75	12	53	1,400	1,300	11/83
Bagley, Minn.	$7.65	20	13	621	327	12/82
Fosston, Minn.	$6.75	12	13	703	580	11/83
Jackson, Minn.	$6.00	12	25	1,607	1,446	8/83
Marble, Minn.	$7.00	35	5	285	230	11/83
Taconite, Minn.	—	12	2	100	100	8/83
Newburg, Mo.	$5.00	6	—	300	250	11/83
Unionville, Mo.	$9.00	30	19	1,000	751	11/83
Cascade Locks, Ore.	$6.75	11	15	429	360	11/83
Lexington, Ore.	$5.00	9	2	100	94	11/83
New Wilmington, Pa.	$6.00	16	7	500	320	11/83
Pitcairn, Pa.	$5.00	35	10	1,700	930	11/83
Rouseville, Pa.	$3.00	9	5	240	240	11/83
Republic, Wash.	$7.25	12	11	430	410	11/83
Sumas, Wash.	$5.25	12	6	500	370	11/83

Source: ICR, Cable Information Service—a Titsch Communications division.

"Cable stats" research staff: Paula Caffey, Shawn Cantrell, Mira Dobrowski, Wally Mueller, Diane Steinour, Liz Brown, Gabrielle Gurley c/o ICR, 1701 K St., N.W., Suite 505, Washington, D.C. 20006 (202) 835-0900

12/27/83
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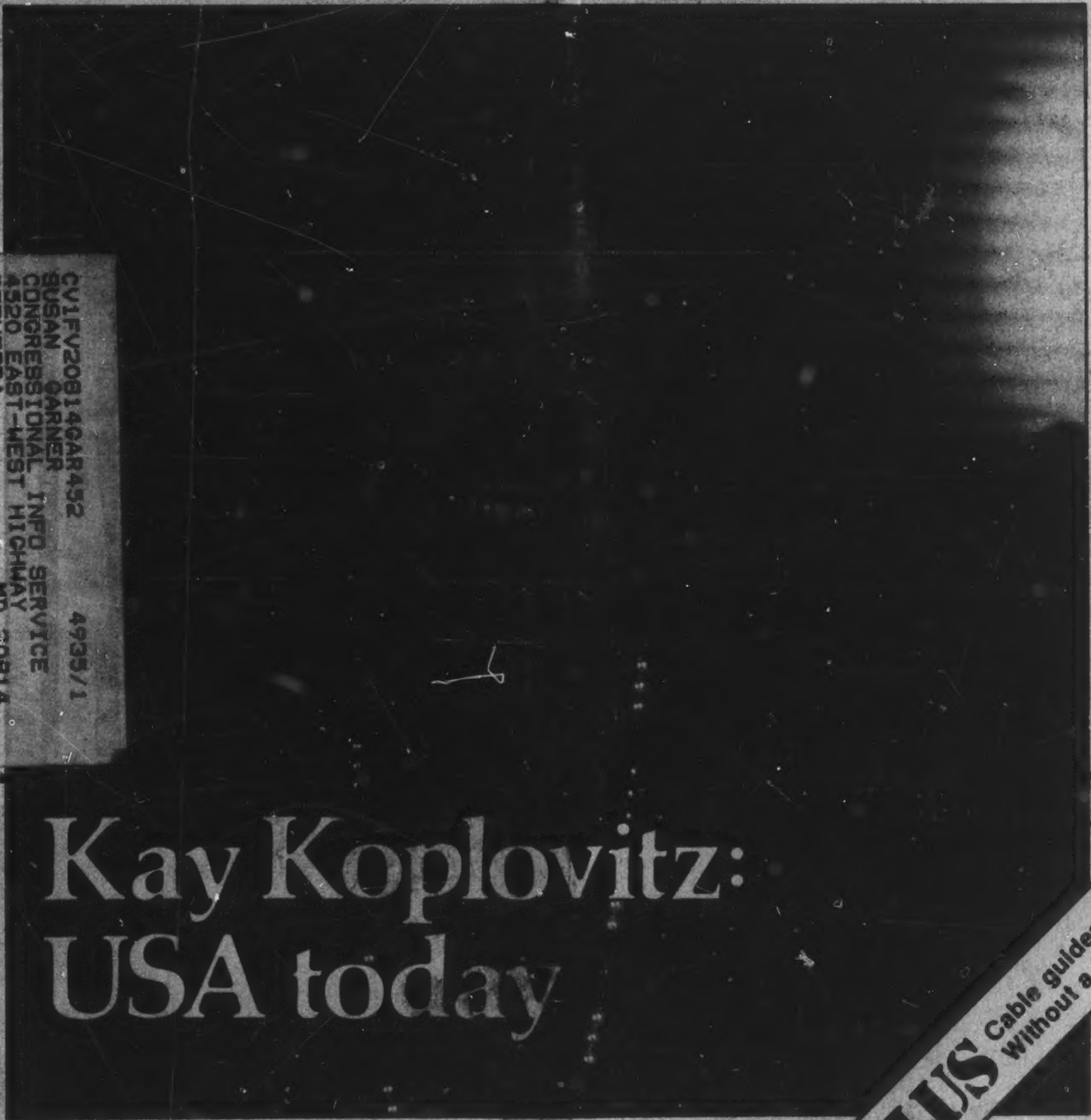
THE WESTERN SHOW / On with the best.

- Cable's week out West: A complete report
- Showtime/TMC gains with Spotlight buyout
- General Instrument takes over TOCOM
- Arts & Entertainment: Two feeds, two formats

CableVision

The news and features weekly of the cable television industry
December 26, 1983



Kay Koplovitz: USA today

CV1FV20814GAR452 4935/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

PLUS Cable guides: Without a formula

CableVision December 26, 1983. Volume 9, Number 17

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THE WESTERN SHOW

On with the best.

Cable week proceedings

The Western Show draws some 10,000 to Anaheim as the industry once again has some new things to announce. And the Programming Conference '83 gets tepid reviews from many attendees, even some panelists. **Leading the week, pages 15-26.**

Turner faces operator ire

Ted Turner takes some flack from operators upset by his proposed upward adjustment in rates for his three basic cable services. **Leading the week, pages 15-26.**

New 'A & E' debuts

Art & Entertainment, successor to Hearst/ABC's ARTS, is presented to industry in two formats, on two satellites, with BBC programming as the main new draw. **Leading the week, pages 15-26.**

Showtime/TMC made-fors

Showtime/The Movie Channel plans to plunge aggressively into made-fors, and also to do complementary scheduling between the two pay services. **Leading the week, pages 15-26.**

ACE winners

ACE honors go to HBO, with 18 kudos, followed by Showtime with 12. The (defunct) Entertainment Channel with 7, and ARTS with 6. **Leading the week, pages 15-26.**

Lawrence DeGeorge (Times Fiber), Michael Shaughnessy (Oak-Times Systems Corp.) and Everitt Carter (Oak Industries).

Oak, Times Fiber team up

Oak Communications and Times Fiber Communications partner up to form a joint venture, Oak-Times Systems Corp. to market subscriber control systems to operators. **Leading the week, pages 15-26.**

ACTS plans May launch

The Southern Baptist Convention plans a multimillion dollar entry into cable programming next May with the American Christian Television System (ACTS). **Leading the week, pages 15-26.**

Cablevision on the move

Bravo may be airing in Canada if CRTC approves. SportsVision's Eddie Einhorn grants rights to SportsChannel Chicago in deal with Cablevision Program Enterprises and The Washington Post Co. **Leading the week, pages 15-26.**

Spotlight ends operations

After months of speculation, the four Spotlight partners call it quits. Showtime or The Movie Channel will be offered to current subs. **Leading the week, pages 15-26.**

CCI pitches new ads

The Council for Cable Information talks about an upcoming Madison Avenue image pitch to consumers, using Coca-Cola ads as hints of what's to come. **Page 28.**

GI, TOCOM merge

General Instrument takes over TOCOM in a combo deal involving two of the industry's major hardware suppliers. **Page 47.**

Sting operation at TCI unit

Four arrests have been made with a fifth expected shortly at one of the MSOs California systems. **Page 47.**

About the cover

Kay Koplovitz, president and CEO of USA Network, spoke with *CableVision* News and Features Editor Victor Livingston in this week's *CableVision Plus*. Story on page 34. Photo courtesy of USA Network.

This week in PLUS

Kay Koplovitz's word for the state of things at USA Network is "healthy." In an interview with *Plus* Koplovitz traces USA's growth and changes as the network has headed toward the black—which Koplovitz expects to happen soon. Some adjustments have had to be made with the schedule—including making sports less of a focus, she says. She also adds that USA has flirted with news programming as an option. . . The cable shakeout will filter down to the program guides soon, guide publishers predict. Guides do have a place in the industry, they stress, but exactly what that place will be is still not clear. And until someone hits upon the magic cable guide formula, the future of programming guides will remain to be seen. **Pages 31-46.**

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ABP BPA

Cablestats

Franchising calendar

This chart examines the franchise status of communities since March 1983.

Arizona
Apache Junction—RFP issued, proposals due 1/4/84 (6,837 homes)

California
Chino—RFP issued proposals due 12/14/83 (12,000 homes)
Claremont—proposals received from Group W and Cablevision of Claremont awaiting report from consultant 12/83 (9,800 homes)
Commerce—negotiating with KCT Corp (3,000 homes)
Costa Mesa—negotiating with Copley Colony Cablevision, award expected 1/84 (32,637 homes)
Duarte—consultants reveiwing proposals from Cable TV West Inc and KTS Corp (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83. (166,000 homes)
East Yolo—RFP issued 10/11/83, proposals due 11/18/83 (10,000 homes)
La Puente—statements of interest being accepted until 1/30/84 (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—RFP issued proposals due 12/12/83 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-Op of Palo Alto, awaiting consultants recommendation 12/83 (22,000 homes)
Pasadena—final award to Falcon 5/19/83
Pico Rivera—proposals received from Public Service Cable/Marsh Media, California Cable Systems Inc and United Cable Television of Los Angeles, award expected 1/84 (15,500 homes)
Placentia—only proposal submitted by Group W, award expected by 1/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—Falcon Communications sole bidder, award expected 12/83 (11,600 homes)
South Monrovia—award to Falcon rescinded 8/83, beginning process (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 2/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—statements of interest bieng accepted until 11/30/83 (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Connecticut
Windham, Lebanon, Scotland et al (cable area 13)—award to Telemedia Company of NE Connecticut 7/21/83 (31,137 homes)

District of Columbia
RFP issued, proposals due 2/16/84 (254,000 homes)

Florida
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—City Counil awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes), Area II to Group W (217,000 homes), Area III to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes), Area V to Continental Cablevision (188,000 homes), award expected by 1/84
Countryside—preliminary award to Cablevision of Chicago. (2,200 homes)
Downer's Grove, Darien—negotiating with Continental Cablevision (6,430 homes)
Elmwood Park—RFP expected 11/83 (9,500 homes)
Glen Ellyn—award to Group W expected 11/83 (7,000 homes)
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago final award expected by 2/84 (2,000 homes)
Joy—award to Star Communications of Springfield 5/83 (220 homes)
Lisle—final award to Multimedia 5/24/83 (3,300 homes)
Naperville—award to Centel expected by 12/83 (17,500 homes)
St Charles, Geneva—negotiating with Centel, award expected 12/83 (10,000 homes)
South Holland—award to Multimedia 3/15/83 (7,400 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Westmont—(uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes)
Wheaton—negotiating with Centel, award expected by 12/83
Winnetka—decision to have cable has been postponed
Woodbridge—award expected 1/84 (260 homes)

Indiana
DeMotte—non exclusive award to both Northeastern Indiana Cablevision and Telecom Services 7/12/83 (800 homes)

Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes)
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Colo—final award to Oak Cable systems on 3/7/83 (330 homes)
Diagnol—award to Afton Cablevision 8/30/83 (200 homes)
Kingsley—award to Satellite Communications 4/12/83 (400 homes)
Morning Sun—RFP being voted on 11/8/83 (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)
Preston—final award to Preston Area Cablevision 6/13/83 (430 homes)

Kentucky
Calloway County—preliminary award to Galaxy Cablevision
Danville—negotiating with RV Cablevision and Communications Systems, award expected 11/83 (12,800 homes)
Graves County—award to Galaxy Cablevision 3/20/83
Fulton—only proposal received from TCI (2,400 homes)
Greenville, Central City and Muhlenburg County—negotiating with TCI, award expected by 12/83 (13,000 homes)
Henderson County (including Baskett, Spottsville, Graham [illegible] and Zion)—final award to Webster Cable TV 5/16/83
Loretto—RFP issued, proposals due 12/19/83
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co 8/17/83 (1,062 homes)

Maryland
Baltimore—city solicitor negated Caltec-Cox deal, mayor plans to re-issue RFP 12/1/83 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes)
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes)
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—RFP issued proposals due 1/12/84
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—proposals received from Greater Worcester Cablevision and Boylston Municipal Light Co.; award expected 1/84 (1,200 homes)
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes)
Cambridge—public referendum on municipal ownership passed; expect RFP issuance 3/84 (43,000 homes)
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes)
Dedham—preliminary award to Bay Cable TV
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes)
Easton—preliminary award to Continental Cablevision, final award expected by 12/83
Groton—RFP issued, proposals due 1/17/84
Hamilton and Wenham—proposals received from Continental Cablevision, Rollins and Prestige Cable TV, final recommendation 12/83 (2,300 homes)
Hanson—award to Continental Cablevision 3/22/82
Hingham—award to American Cablesystems 7/14/83 (6,323 homes)
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc (3,922 homes)
Hopedale—award to Massachusetts Cablesystems Inc 6/1/83 (1,200 homes)
Lancaster—final award to Wachusett Cablevision of Clinton, Mass 6/15/83 (4,000 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Tele-Communications Inc.; preliminary award expected 1/84 (1,700 homes)
Marblehead—restarting franchising process
Marshfield—final award to Greater Southshore Cablevision 6/83 (10,000 homes)
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes)
Mendon—re-starting franchise process (1,200 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Norwell—award to American Cablesystems 3/83 (2,760 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—only proposal submitted to Campbell Communications
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes)
Sandwich—RFP issued, proposals due 11/28/83 (5,000 homes)
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (6,000 homes)
Shirley—RFP issued, proposals due 2/3/84 (1,827 homes)
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Southborough—RFP issued, proposals due 1/19/84
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co
Stow—only proposal received from Adams-Russell (1,600 homes)
Sudbury—award to Adams-Russell 3/23/83 (4,200 homes)
Townsend—preliminary award to Nashoba Communications (2,306 homes)
Upton—only proposal received from Worster Cablevision Inc (1,600 homes)
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams-Russell (5,676 homes)
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes)
Wayland—proposals under review (3,500 homes)
Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes)
West Bridgewater—Continental Cablevision received recommendation (2,000 homes)
Westminster—negotiating with Adams-Russell (1,000 homes)
Weston—RFP issued, proposals due 1/12/84
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes)
Dearborn Heights—final award to Continental Cablevision 4/12/83 (23,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—RFP issued proposals due 10/24/83
Jerome Township—award to Whitney Cablevision
Lake Orion, Orion Township—statements of interest being accepted until 2/1/84 (7,800 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system, Monroe Cablevision
Romeo—final award to Harron 6/83 (1,000 homes)
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—only proposal from Continental Cablevision (29,000 homes)

Minnesota
Afton, Cottage Grove, St Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder, award expected 12/83 (12,664 homes)
Albertville, St Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine, Le Center, Le Sueur, Lonsdale, Montgomery, New Prague—expect RFP to be issued 11/83 (5,227 homes)
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—RFP issued, proposals due 1/11/84
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Burnsville, Eagan—final award to Group W 7/8/83. (12,849 homes)
Chanhassen, Carver County and Hennepin County—proposals received from CSI, Combined Cable and Dowden Communications, award expected 12/83
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel Co 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagan—see Burnsville
Eagle Bend—award to Parker's Praire Tel Co 9/83 (517 homes)
Fisher—award to Ada Cable 7/83 (163 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Janesville—final award to Dowden 7/8/83. (700 homes)
Lewiston—award to TeloCommunications 10/83 (475 homes)
Maple Plain—beginning process (481 homes)
Menahga—award to West Central Tel Co 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—proposals received from

Cable stats

Dowden, Communication Systems and Combined Cable, award expected 12/83 (11,682 homes)
Mound—award to Dowden 3/22/83 (3,600 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield—negotiating with Nor Com Video, award expected 12/83 (4,416 homes)
North St Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp, Willernie—final award to Group W 5/13/83 (33,568 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes)
Oklee—award to Garden Valley Tel Co 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel Co 10/83 (400 homes)
St James—award to Dowden 5/83 (1,820 homes)
St Paul—award to Continental 11/10/83 (111,000 homes)
Savage—assessing needs for cable
Stillwater, Bayport, Oak Park Heights (Central St Croix Valley area)—award to Telephone and Data Systems 8/12 83 (6,000 homes)
Trimont—award to Temil Tel Co 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Watertown—beginning process (700 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St Paul—RFP re-issued; proposals due 12/12/83 (24,032 homes)
Windom—considering municipal ownership (1,600 homes)

Missouri
St Louis—proposals from Archway Cablevision, St Louis City Communications and STC Cablevision Partners, award expected 2/84 (178,000 homes)

Nebraska
Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes)

Nevada
Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83

New Hampshire
Atkinson—award to Harron Communications 5/25/83 (1,500 homes)
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—proposal deadline extended until 12/12/83
Pelham—negotiating with Harron Communications, award expected 1/84 (2,500 homes)
Sandown—RFP issued, no responses received (800 homes)
Windham—awarded to Harron Communications 5/83 (2,000 homes)
Wolfeboro—negotiating with Community TV, award eexpected by 12/83 (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plans municipal ownership; seeking bids for construction 12/83 (55,000 homes)

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)
Cherry Valley—final award to Schoharie 4/83 (250 homes)
Honeoye—award to Honeoye Cable 4/5/83 (500 homes)
Mayville—negotiating with U.S. Cable (5,430 homes)
Mt Upton—NewChannels has applied for non-exclusive franchise, award expected 1/84
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable—Staten Island, Vision Cable—Northeastern Staten Island, ATC—areas of Queens, Queens Inner Unity Cable—Southern Queens
North Salem—negotiating with Community Cable Services. (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina
Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes)
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes)
Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes)
Harnett County—award to Univision Cable Systems 2/83
Jackson—drafting RFP (400 homes)
Pamlico County—award to Kountry Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—statements of interest being accepted until 11/22/83
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel- award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals from Oberlin Cable Co-Op and Grafton Cable, awaiting consultants report (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Racine—final award to Telenational Communications 5/2/83
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—negotiating with Eagle Cable Systems Inc (400 homes)
Canby—final award to Canby Cablevision 5/83 (2,500 homes)
Cottage Grove— award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
East Multnomah County—final award to Rogers UA Cablesystems, 4/7/83 (80,000 homes)
Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township – preliminary award to Scatcom Cable, award expected 11/83
Paradise Township—final award to Hanover Cable TV 7/5/83
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83 (each area has 155,000 homes)
S Versailles Township—final award to Harron 4/83 (200 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—proposals received from Teltron and Southern Cablevision Corp (2,200 homes)
Joshua—franchise awarded to Alencom 4/83 (610 homes)
Plano—award to TeleCable 8/83 ([illegible] homes)
Richardson—award to TeleCable 3/83 (23,082 homes)

Virginia
Berryville, Clarke County—proposal from Mid Atlantic Network under review, award expected by 1/84
Dinwiddie County—award to Crater General Communications 11/2/83
Fairfax City—award to Media General 6/14/83 (6,500 homes)
Hanover County- award to Continental Cablevision 5/25/83 (5,600 homes)
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes)
Manassas—beginning feasibility study (5,510 homes)
Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes)
Suffolk—proposals received from First Carolina Communications, Hampton Roads Cablevision, Suffolk Cablevision and Suffolk Cable Communications, awaiting report from consultant 1/84 (16,697 homes)

Washington
Battle Ground—negotiating with Cox Cable Communications, award expected 1/84 (1,000 homes)
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes)
Hartline—final award to Broadcast Services Inc 3/83
Lakebay—final award to Lakebay TV Cable 6/20/83 (500 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson— award to Telephone and Data Systems 11/21/83
Hustisford—negotiating with Cable Communications Corp (350 homes)
Iola—award to Dowden Communications 7/83 (385 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
Kenosha—final award to Total TV 7/5/83 (29,500 homes)
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes)
New Glarus—proposals received from Richard Gall and Telephone and Data Systems, award expected by 1/84 (675 homes)
Spring Green, Spring Green Township, Plain, Arena, Lone Rock—award to Kaul-Tronics Inc 7/27/83 (400 homes)
Waterford—proposals received from Total TV, Ingersoll and Galyn Moen (600 homes)

Wyoming
Gillette—negotiating with Westel (7,500 homes)

Source: ICR, Cable Information Service—a Titsch Communications division

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-N), 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas, FG
4	Philadelphia	City is divided into N,S,E,W-FP, additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, DC	RP
9	Cleveland	BP
10	Dallas/Ft Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP, 1-BP), Tacoma-OP
15	Minneapolis/St Paul	OP/FG
16	Atlanta	OP
17	St Louis	FP
18	Tampa/St Petersburg	UC/OP
19	Denver	OP
20	Baltimore	RP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaste	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: ICR, Cable Information Service—a Titsch Communications division

- Cable's year in review: A special report
- Showtime/TMC in exclusive Paramount pix pact
- Colin O'Brien tells why he left Jerrold
- CBS, Comsat talk DBS joint venture

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CableVision™

The news and features weekly of the cable television industry January 2, 1984

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Western Week
A Pictorial

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Cable's year in review

CableVision editors look at the industry's past year and prognosticate on what's likely to come this year. This special feature is divided into departments to help pinpoint various industry segments. The "Programming" perspective begins on page 38; "Marketing/Advertising" on page 40; "Business," page 42; "Government & law," page 46; and "Technology," page 47. **Pages 38-48.**

USCI mum about viewers

The success level of the five-channel direct broadcast operation remains a mystery, as it serves an area of 814,390 homes. **Page 15.**

Showtime, Paramount pact

In what industry observers are terming an agreement of major importance, Showtime has received the exclusive pay TV licensing rights for all of Paramount's motion pictures for the next five years. **Leading the week, pages 18-22.**

O'Brien explains GI exit

Former Vice President Colin O'Brien wanted more responsibility, will pursue other interests. **Leading the week, pages 18-22.**

Texas telco overbuild

An overbuild situation is brewing in Texas, where a rural telco has approached officials about constructing fiberoptic cable systems in a 4,750-household area already served by a TCA group division. **Leading the week, pages 18-22.**

Comsat, CBS talk DBS

The DBS field narrows as applicants Comsat and CBS announce they are exploring the creation of a joint venture to launch a DBS service. With high startup expenses forecast, both companies say they will look for additional partners as well. **Leading the week, pages 18-22.**

Tulsa study update

Ogilvy & Mather updates the "Take Me Back To Tulsa" study and reconfirms what cable advocates have been saying all along—cable's cutting into broadcast audience shares. **Leading the week, pages 18-22.**

Antitrust chief resigns

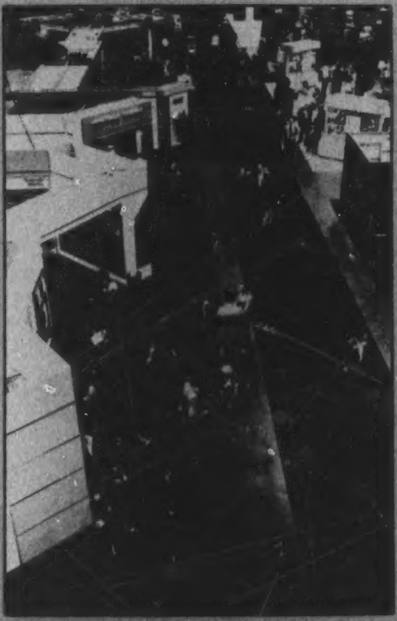
William Baxter, the Justice Department chief most responsible for the Showtime/Movie Channel merger, steps down this month. **Leading the week, pages 18-22.**

Wirth rests up

Rep. Tim Wirth shoots off letters explaining H.R. 4103 to Colorado officials. But mostly, an aide says, Capitol Hill is resting up for "the real fight" over House cable legislation in 1984. **Leading the week, pages 18-22.**

About the cover

The Disney Channel's party, held at Disneyland on Dec. 13, was highlighted by a parade, complete with colorful floats. Photograph by Earl V. DeWald.



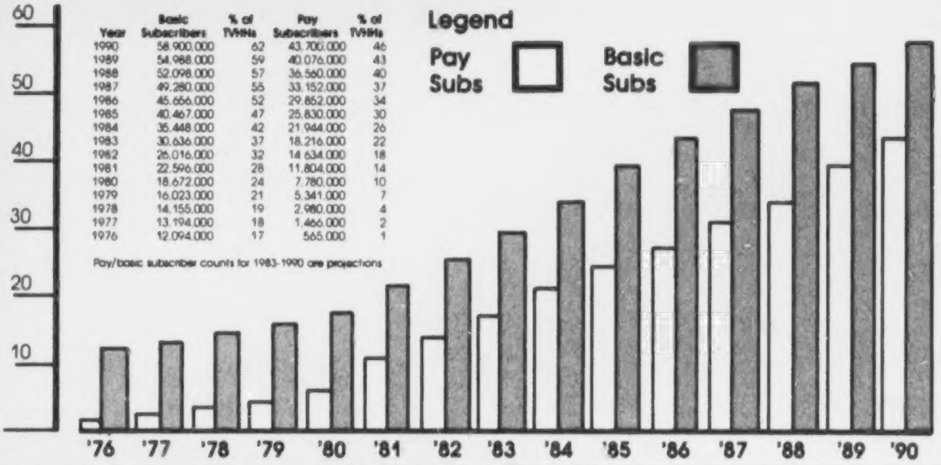
This week in PLUS

CableVision photographers, on hand for the industry's week out West, tried to capture the flavor of the NCTA Programming Conference and the Western Show in this pictorial feature. **Pages 23-37.**

Cablestats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.666.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	26.016.000	32	14.634.000	18
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH) 83,300,000
Homes passed by cable (HP) . 52,333,336
Percent of TVHH passed by cable 62.7%
Basic cable subscribers . 29,060,756
Percent of TVHH with basic cable 34.5%
Pay cable subs 17,308,666
Percent of TVHH with pay cable 20.5%
Percent of HP with pay cable 33.1%
Percent of basic subs with pay cable .. 59.6%

Figures are as of Aug. 31, 1983

STV operators

IT Subscription Television (STV:17)
Short name: Ann Arbor Subscription TV
3951 Varsity Dr.
Ann Arbor, Mich. 48104
(313) 973-7900
Manager: Chris Webb
Parent: Satellite Syndicated Systems Inc.
Head City: Ann Arbor
Channel: 31
Population: 1,600,000
Granted date: 2/1/80
Turn on date: 2/1/81
Programming: Primarily movies, a few concerts and occasional sports; some pay-per-view; adult tier—Adult Theater.
Basic subs: 16,000 (12/1/83)
Basic rate installation: $49.45
Basic rate month: $19.95
Comments: 3-tier package—2 tiers for $26.90, 3 tiers for $29.95; population in housing units.
Call letters: WIHT
Additional tiers: $3.95

IT Subscription Television (STV:29)
Short name: Tulsa STV
5455 S. 99 East Ave.
Tulsa, Okla., 74146
(918) 622-3891
Manager: Kip Farmer
Parent: Satellite Syndicated Systems Inc.
Head City: Tulsa
Channel: 41
Population: 400,000
Granted date: 11/1/80
Turn on date: 3/1/81
Programming: SelecTV programming—first run movies (80 titles a month), sports, pay-per-view (special events), adult programming tier.
Basic subs: 6,000 (11/1/83)
Basic rate installation: $29.95
Basic rate month: $22.95
Comments: Installation higher in rural areas.
Call letters: KGCT
Additional tiers: $4.95

ON TV (STV:4)
Short name: ON TV
1225 Grand Central Ave.
Glendale, Calif., 91201
(213) 507-6500
Manager: William Guerra
Parent: Oak Communications
Head City: Glendale
Channel: 52
Population: 700,000
Granted date: 8/1/76
Turn on date: 4/1/77
Programming: ON TV programming; movies, sports, concerts, special events, pay-per-view, adult tier-Adults Only (Thursday, Friday and Saturday, late nights only)
Basic subs: 270,824 (6/1/83)
Basic rate installation: $49.95
Basic rate month: $22.63
Call letters: KBSC
Additional tiers: $2.00

ON TV (STV:25)
Short name: ON TV
5179 Fishwick
Cincinnati, Ohio 45216
(513) 641-4400
Manager: James Casey
Parent: Home Entertainment Network, a United Cable Corp. subsidiary
Head City: Cincinnati
Channel: 64
Population: 1,000,000
Granted date: 6/1/77
Turn on date: 12/1/82
Programming: Oak Satellite programming; movies, concerts, some sports, adult tier—Adults Only operates every night but Sunday, scattered pay-per-view events.
Basic subs: 18,739
Basic rate installation: $50.00
Basic rate month: $20.95
Comments: Population in homes passed; Cincinnati and Dayton are combined—one system with same programming and combined #'s
Call letters: WBTI
Additional tiers: $4.95

ON TV (STV:27)
Short name: ON TV
5170 Fishwick
Cincinnati, Ohio 45216
(513) 641-4400
Manager: James Casey
Parent: Home Entertainment Network, a subsidiary of United Cable TV
Head City: Dayton, Ohio
Channel: 66
Population: 1,000,000
Granted date: 6/1/77
Turn on date: 12/1/82
Programming: Oak Satellite programming; movies, concerts, some sports, adult tier—Adults Only operates every night but Sunday, scattered pay-per-view events.
Basic subs: 18,739
Basic rate installation: $50.00
Basic rate month: $20.95
Comments: Population is homes passed; Dayton and Cincinnati are combined as one system (66 is translator for 64); sub #'s same
Call letters: WBTI
Additional tiers: $4.95

ON TV of Chicago (STV:12)
Short name: ON TV
700 E. Business Center Dr.
Mount Prospect, Ill., 60056
(312) 635-7050
Manager: Kent Hauver
Parent: Oak Communications/Harris Broadcasting/Essenes Theaters
Head City: Mount Prospect
Channel: 44

Population: 2,500,000
Granted date: 2/1/80
Turn on date: 9/1/80
Programming: 24-hour ON TV movies, sports, concerts, pay-per-view, adult programming (Adults Only)
Basic subs: 96,846
Basic rate installation: $52.95
Basic rate month: $22.95
Comments: Population is equal to # of households in greater Chicago area; Parent Oak owns 50% and the other two own 25% each.
Call letters: WSNS
Additional tiers: $5.95

ON—TV South Florida (STV: 9)
Short name: ON-TV South Florida
4035 N. 29th Ave.
Hollywood, Fla., 33020
(305) 923-6699
Manager: Mario Dieckmann
Parent: Oak Media Corporation
Head City: Fort Lauderdale, Fla.
Channel: 51
Population: 1,200,000
Granted date: 3/1/79
Turn on date: 1/1/80
Programming: ON-TV programming; basic movies (English, Spanish), sports events, simulcast concerts, pay-per-view (sports), adult tier (Adults only)
Basic subs: 36,000 (7/1/83)
Basic rate installation: $49.95
Basic rate month: $19.95
Comments: Population in households; 3,000 Adults Only subs at $11.95 monthly rate with 24,000 subs both basic and adult tier
Call letters: WKID
Additional tiers: $6.95

PA Pay TV (STV:34)
Short name: PA Pay TV
300 Domino Lane
Philadelphia, Pa., 19128
(215) 483-4550
Manager: Albert Tedesco
Parent: RBC Communications Inc.
Head City: Philadelphia
Channel: 57
Population: 4,000,000
Granted date: 10/1/78
Turn on date: 6/1/81
Programming: PRISM programming; movies, sports, special events
Basic subs: 11,000 (7/1/83)
Basic rate installation: $99.00
Basic rate month: $24.95
Call letters: WWSG

Preview (STV:14)
Short name: Preview
51 Morgan Dr.
Norwood, Mass., 02062
(617) 769-7850
Manager: Ed Dolan
Parent: American Independent Satellite Inc.
Head City: Boston
Channel: 27
Population: 1,600,000
Granted date: 2/1/80
Turn on date: 9/1/80
Programming: 90 movies a month, NCAA Basketball, boxing, pay-per-view (special events), adult programming.
Basic subs: 34,000 (12/1/83)
Basic rate installation: $59.95
Basic rate month: $25.95
Call letters: WSMW

SPECTRUM (STV:13)
Short name: SPECTRUM
501 W. Algonquin Rd.
Arlington Heights, Ill., 60005
(312) 952-1122
Manager: James Weisberg
Parent: United Cable Television Corporation
Head City: Mount Prospect, Ill.
Channel: 66
Population: 3,000,000
Granted date: 7/1/81
Turn on date: 9/1/81
Programming: Premium pay TV service; uninterrupted hit movies, live sporting events, entertainment, concerts, themed program groups, optional adult movies.
Basic subs: 41,168 (7/1/83)
Basic rate installation: $52.00
Basic rate month: $22.95
Comments: Two SPECTRUM systems with other in Minneapolis and a third ON-TV operation in Cincinnati; Population in TV households.
Call letters: WFBN
Additional tiers: $5.95

SPECTRUM (STV: 39)
Short name: SPECTRUM
620 Northeast Taft St.
Minneapolis, Minn. 55413
(612) 623-0200
Manager: Bruce Brisbine
Parent: Home Entertainment Network
Head City: Minneapolis
Channel: 23
Population: 2,500,000
Granted date: 10/1/82
Turn on date: 9/1/82
Programming: Oak Communications - Spectrum presents ON TV; movies, special events, concerts, and two tiers—one for SPECTRUM SPORTS and the other for Adults Only, adult fare.
Basic subs: 21,500 (11/1/83)
Basic rate installation: $69.95
Basic rate month: $20.95
Comments: 3 tier package—each of two tiers for additional $9.95 over basic monthly rate.
Call letters: KTMA
Additional tiers: $9.95

STV Reading Inc. (STV:38)
Short name: The Movie Store
1729 North 11th St.
Reading, Pa., 19604
(215) 921-9181
Manager: Henry Aurandt
Parent: STV Reading Inc.
Head City: Reading
Channel: 51
Population: 700,000
Granted date: 9/1/82
Turn on date: 1/1/83
Programming: SelecTV; premium movie channel with some sports and a late night Adult Theater with Playboy Showcase
Basic subs: 3,000 (11/1/83)
Basic rate installation: $27.00
Basic rate month: $19.95
Comments: Population is TV homes; Installation ranges from free to $54.00; Monthly rates range from $19.95 to $25.95
Call letters: WTVE
Additional tiers: $5.25

SelecTV (STV: 35)
Short name: SelecTV
4085 N. 128th St.
Brookfield, Wis., 53005
(414) 783-4940
Manager: Ray Wosinski
Parent: SelecTV
Head City: Milwaukee, Wis.
Channel: 24
Population: 750,000
Granted date: 6/1/73
Turn on date: 6/1/80
Programming: Basic tier - movies, local sports (Brewers and Bucks), pay-per-view (special events); Adult tier - Adult Theater (daily after 10:30 or 11:00 p.m.)
Basic subs: 118,000 (7/1/83)
Basic rate installation: $49.95
Basic rate month: $23.57
Comments: Subscriber # combined with SelecTV system in Marina del Rey, Calif.
Call letters: WCGV
Additional tiers: $5.25

SelecTV (K26A—STV:21)
Short name: SelecTV (K26AC)
615 Anne St. NW
Bemidji, Minn. 56601
Manager: John Boler
Parent: Community Broadcast Incorporated
Head City: Bemidji
Channel: 26
Population: 62,000
Granted date: 4/1/81
Turn on date: 12/1/81
Programming: SelecTV programming with adult tier - Adult Theater
Basic subs: 1,800 (11/1/83)
Basic rate installation: $49.50
Basic rate month: $15.85
Comments: LPTV operation with STV system - SelecTV programming on channels 26 (Bemidji) and 18 (Grand Rapids) combined - #'s, too
Additional tiers: $6.00

SelecTV - San Francisco (STV:6)
Short name: SelecTV - San Francisco
1176 Cherry Ave.
San Bruno, Calif., 94066
(415) 875-1277
Manager: Chris Maxwell
Parent: SelecTV - San Bruno
Head City: San Francisco, Calif.
Channel: 26
Population: 3,184,000
Granted date: 5/1/83
Turn on date: 5/1/83
Programming: Movies and sports, specials, adult films daily at night
Basic subs: 6,500 (12/1/83)
Basic rate installation: $49.95
Basic rate month: $22.95
Call letters: KTSF

Continued in next week's issue.

Source: ICR, Cable Information Service—a Titsch Communications division

- Times Mirror proposes vendor fee
- Chase Manhattan, Cox in bank-by-cable venture
- 'Mr. Spock' to hype cable scheme from Atari founder
- Omega Communications hawks backyard dishes

CableVision™

The news and features weekly of the cable television industry

January 9, 1984

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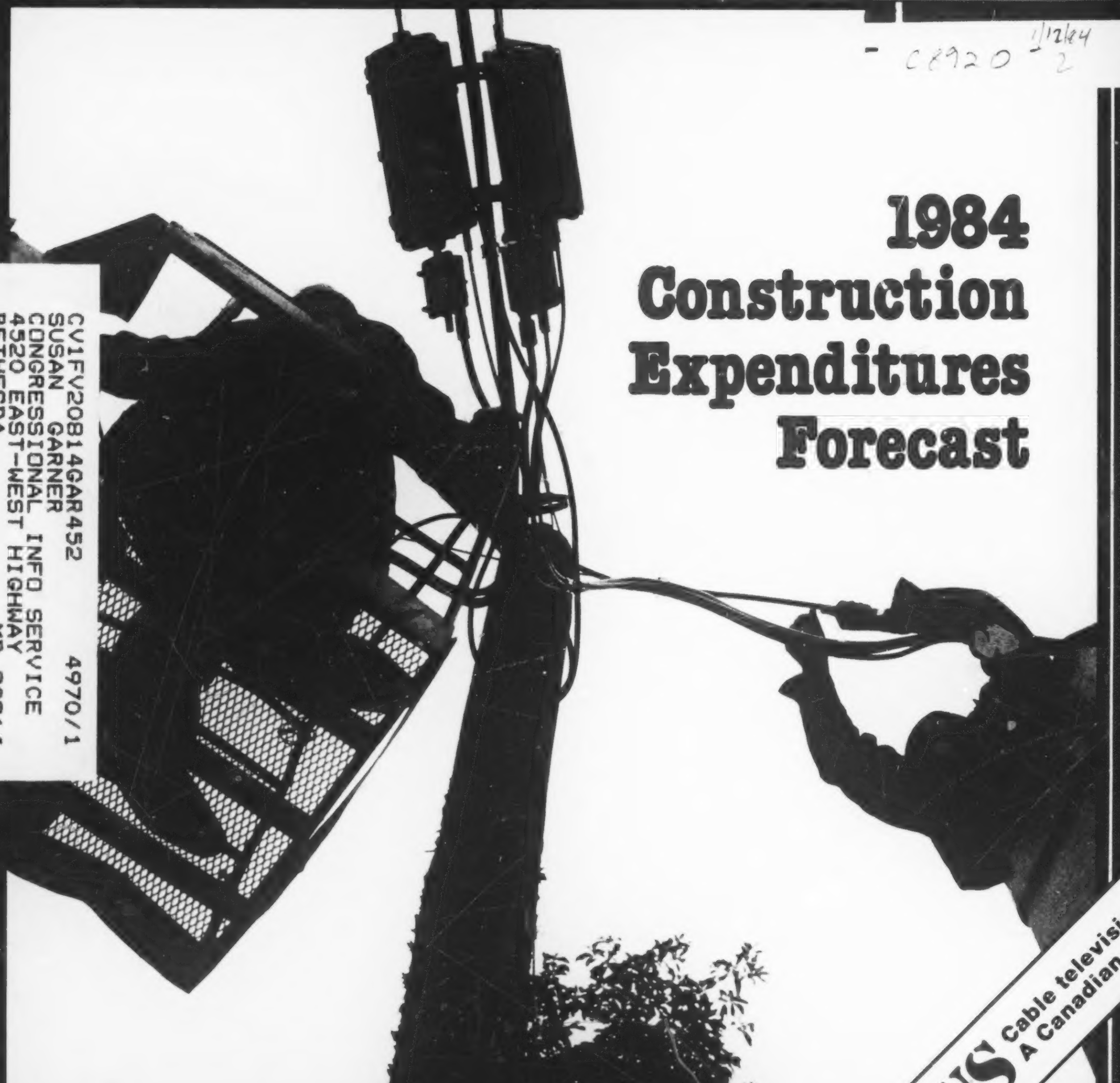

1984 Construction Expenditures Forecast

CV1FV20814GAR452 4970/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

PLUS Cable television: A Canadian view

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ABP BPA

Building for the future

Although construction was down in 1983, *CableVision* forecasts some positive results for 1984, due to determined operators, and progressing technology. **Page 59.**

More DBS moves

Daniels and Gillcable officials say they are planning moves into DBS to service noncabled areas near their franchises. **Leading the week, pages 18-24.**

ACTV debuts in February

ACTV—pronounced "active"—a programming system capable of delivering shows tailored to viewer specifications, will be unveiled late next month. Among major investors in the venture: Nolan Bushnell, the creative guru of Atari and Pizza Time Theater. **Leading the week, pages 18-24.**

Cox teams with Chase

Cox Cable teams up with Chase Manhattan Bank to develop electronic banking services for delivery over cable. In addition, Chase Manhattan plans to expand its pilot home banking project, which uses telephone lines to test service in the New York City area. **Leading the week, pages 18-24.**

Chicago SMATV suit

After a year of haggling, Chicago wraps up final contracts for Areas 2 through 5. But city officials aren't sure if they will ever reach agreement with Cablevision Systems over Area 1. Meanwhile, a Chicago SMATV operator sues the city, charging that officials revoked its electrical permits under pressure from Cablevision Systems. **Leading the week, pages 18-24.**

Silent Net delays launch

A switch in satellites, tied to a distribution agreement, has forced a month delay in the network's debut. **Page 25.**

Genesis inks new pact

The text and computer graphics children's service has entered into agreements with ATC and Group W Cable. **Page 28.**

New scholarships offered

Suburban Cablevision begins a new program to aid four college-bound students yearly. **Page 67.**

Canadians push pay

The Canadian Cable Television Association releases survey results showing that marketing cable's pay TV services has become important to Canada's operators. **Page 67.**

TM to charge vendors

The communications conglomerate will no longer review products for placement on its approved vendor list without a fee. **Page 69.**

Omega offers earth stations

An Indianapolis-based MSO has joined the fray by offering home earth stations for rental or purchase. **Page 71.**

Michael Hind-Smith

This week in PLUS

Canadian cable TV is suddenly a technology in search of a demand. Overpenetrated and heavily regulated, the industry finds itself out-of-step with the emerging broadcasting landscape, complicated by new satellite and microwave communication hardware, yet tied by outdated legislation. In an in-depth look at the Canadian cable situation, *CableVision Plus* traces the highs and lows of the industry, with an uplifting look to future services . . . Also, Canadian Cable Television Association President Michael Hind-Smith shares his views about the many challenges facing cable in Canada and addresses the characteristic differences in regulatory philosophy between the U.S. and Canada. **Pages 35-58.**

Looking to the future

Overpenetrated and heavily regulated, the Canadian cable industry is finding itself out-of-step with advancing technology

By Brian Bremner

Canadian cable TV is suddenly a technology in search of a demand. Overpenetrated and heavily regulated, the industry finds itself out of step with a new and emerging broadcasting landscape, complicated by new satellite and microwave communication technologies, yet regulated by outdated legislation. Engaged in a policy struggle with an entrenched and conservative Canadian Radio-Television and Telecommunications Commission, the industry wants more access to U.S. programming. It is a policy struggle the fallout of which will affect U.S. cable and broadcasting interests.

The policy questions involved in the Canadian cable dispute are multi-dimensional, even reaching to the overall nature of U.S.-Canadian relations. An elaborate web of broadcasting relationships has been jolted by the emergence of unlicensed satellite master antenna television systems, in Canada, receiving unauthorized U.S. satellite signals and causing havoc in the cable industry.

The industry's response has been to press the CRTC to license more U.S. programming, a prospect that threatens Canadian broadcasters and touches upon larger national concerns about Canadian cultural identity. But another issue is involved that is of great concern to U.S. broadcasters and programmers. Under Canadian copyright law, cable companies are not liable for copyright compensations to U.S. copyright holders, a fact that angers the Reagan administration and may, U.S. officials argue, harm copyright interests internationally.

Combined, these issues add up to a policy dispute of considerable magnitude and reach. At stake is the future shape of the Canadian broadcasting system and, perhaps, U.S. programming interests to the North.

High information stakes

Like other industrial nations, Canada is now in the throes of a massive re-evaluation of policies and laws governing telecommunications. Nowadays one hears politicians liberally talk of the "Information Age," an era in which a nation's cultural and social life will be revolutionized by information services and gadgetry. Cable and satellite networks, they say, will thread throughout the land and mean—as that overworked metaphor goes—what the automobile and highway systems meant to nations 50 years ago.

Avoiding such visionary language for the moment, Canadians have a big economic stake in the so-called information age. Collectively, the 1,312 stations and cable networks that form the Canadian system generate more than $2 billion in revenues annually. Canadian program production and broadcasting industries employ some 75,000 people.

The Canadian cable industry, in particular, is to be the centerpiece of the nation's telecommunications strategy. With roughly 75 percent of the Canadian markets already wired, cable makes economic sense as a delivery system for programming and such new services as home banking, energy management and alarm systems.

Canada's Department of Communications, in a recent and much vaunted policy paper, outlined the future role of cable this way: "Cable, drawing on satellites and over-the-air broadcasting, represents the most cost-effective means of significantly expanding the viewing choices of most Canadians—while at the same time ensuring that the broadcasting system remains identifiably Canadian."

Peter Hoey

The popularity of U.S. programming poses a dilemma for Canadian officials who champion the development of a strong broadcasting and programming industry.

The key to the previous statement is to read "expanding the viewing choices of most Canadians" as a move to bring in more U.S. programming to meet the overwhelming Canadian demand. The aim here is for cable TV to provide attractive U.S. and Canadian specialty programming services to stay competitive against future direct broadcast satellite services and, of course, the SMATVs.

Predicting a boon for the Canadian high tech industry, policymakers envision a great retooling by cable operators, as they prepare their plants to build earth stations, scrambling and descrambling equipment and other cable hardware—all needed to produce new programming and informational services.

But the constellation of broadcasting interests that hangs together so well in policy papers has yet to materialize politically. The popularity of U.S. programming, the proliferation of SMATVs, industry rivalry between Canadian cable and broadcasting, together with concerns over Canadian cultural identity, have all thrown kinks into the grand strategy.

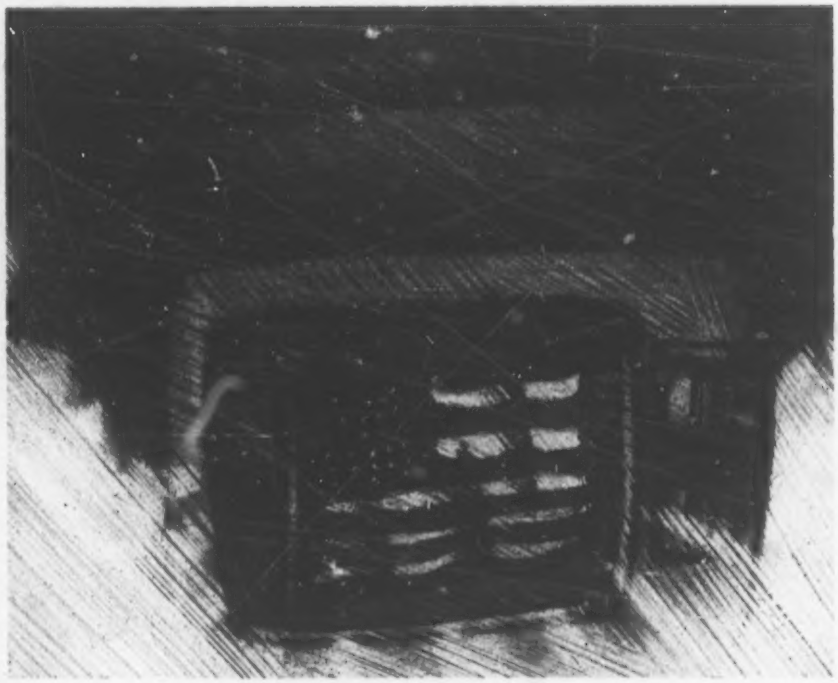
Troubleshooting

And the Canadian cable industry is in trouble. Having penetrated into virtually every Canadian city and town, the industry has little growth potential among basic subscribers. Under a federally imposed national restraint program, cable companies are restricted from raising rates more than 6 percent for fear of triggering off inflationary waves. And, in addition, the industry contributes to a national programming fund through a tax levied on cable TV revenues. Cable profits continue to decline annually. The industry is at a standstill.

SMATV operations, which carry attractive U.S. programming, are unlicensed and thus unregulated, and pose a serious threat to Canadian cable. According to Canadian Cable Television Association figures, some 398 SMATVs are operating in Western Canada alone. They carry a variety of conventional broadcast and U.S. pay TV satellite signals, and are cropping up in apartments, condominiums and hotels, an area that represents between 30 and 60 percent of a cable company's potential market. "For the first time we are seeing buildings within our licensed areas dropping from their cable subscriptions," said CCTA President Michael Hind-Smith.

Movement by the CRTC—the Canadian equivalent of the Federal Communications Commission—to introduce new programming services needed by the cable industry to retain subscribers has been glacial. Canadian pay TV was launched last February, only after a decade of debate. Robert Clasen, vice president in charge of U.S. operations at Rogers Cablesystems Inc., says Canada was ready for pay TV years ago. "Pay TV was developed six or seven years after it was widely held as a marketable product in the U.S. And now pay TV is too expensive in Canada due to Canadian content requirements," he said.

The CRTC will consider applications for Canadian, and later U.S., specialty services. However, cable officials doubt that such services will thrust cable TV forward to the cutting edge of entertainment and information. The CRTC has already announced that no U.S. superstations or pay TV services will be considered. In addition, there will be no duplication among Canadian and U.S. specialty services. "What does that leave us? The commission is already considering a Canadian sports, music and health channel. The only U.S. service we might pick up is the Cable News Network," one



Canadian viewers close to the U.S. border have always been able to receive U.S. broadcasts by conventional antenna. But with the emergence of microwave, cable and satellite technologies, U.S. signals can now be sent all over Canada.

CCTA official said.

Privately, cable representatives mutter about the "pro-broadcaster" stance of the CRTC and the broadcasting establishment's efforts to keep a "broadcasting status quo" in Canada, thwarting innovation and program creativity. Even the executive vice president of the Canadian Association of Broadcasters (CAB), Wayne Stacey, admits, "In the early days, the commission thought of the cable companies as a bunch of parasites to the broadcasting system. Now it recognizes the significant role cable can play."

Nonetheless, local Canadian broadcasters could be threatened if cable companies bring in a variety of U.S. programming. Again Stacey: "It seems the cable industry has great programming aspirations. If they (cable companies) got through an open skies policy, bring in any foreign programming they wanted, it would undermine the entire broadcasting system." And as for the SMATV issue, Canadian broadcasters would rather see the CRTC institute an aggressive regulatory policy than give the cable companies more access to U.S. programming.

Protective culturization

That, however, is unlikely in light of a recent Canadian federal court ruling, the Winnipeg *Holiday Inn* case. In its ruling, the court decided that SMATVs were unlicensable because they were not commercial enterprises providing programming to paid subscribers. Thus, the CRTC, cable officials hope, will open the door to more programming services, both U.S. and Canadian. Yet the interests of Canadian broadcasters and larger cultural concerns may block attempts to bring in more U.S. programming.

Part of the Canadian cable dilemma is simple geography. Although Canada sprawls across the upper half of North America, the vast majority of its population is clustered within 150 miles of the U.S. border. An affluent, industrial nation, with a large group of English-speaking citizens, Canada over the years has served as a successful market for the U.S. programming industry, the largest in the world. Canadian broadcasters spend roughly $125 million a year for U.S.-produced programming. Canadian prime time is essentially U.S. prime time, as broadcasters and cable operators supply much U.S. programming in that time slot.

The popularity of U.S. programming poses a dilemma for Canadian officials who champion the development of strong broadcasting and programming industries. As one official at the CAB put it, "The government wants to maintain a Canadian broadcasting system. At the same time, the politics of not allowing U.S. programming into Canada is great. And the government does not want to appear as the censor of U.S. programming."

A larger concern, with heavy dramatic appeal, is the widespread fear that Canadian cultural identity will somehow be diluted by the likes of Mr. T or Richard Simmons. These fears were best summed up in the recent experience of a Michigan border radio station that was flooded with Canadian calls during a Thanksgiving pumpkin pie giveaway.

U.S. bureaucrats, who carry the torch of free market ideology, are not willing to hold Canada's hand through its identity crisis, especially when cable companies are receiving U.S. broadcasting signals out of Detroit and Seattle without compensating U.S. copyright holders.

And as for the cultural identity concern, U.S. officials point to the Canadian's substantial business interests in this country and such media figures as Robert MacNeil of

Top five Canadian MSOs

Rogers Cablesystems Inc.
HQ: Toronto, Ontario
Canadian systems: 13
Potential subscribers: 1,041,668 Actual subscribers: 832,696

U.S. systems: 11
Potential subscribers: 669,122 Actual subscribers: 557,201

Irish systems: 2
Potential subscribers: 139,000 Actual subscribers: 111,000

Cablevision Nationale Limitee
HQ:Montreal, Quebec
Canadian systems: 3
Potential subscribers: 784,200 Actual subscribers: 432,000

Maclean Hunter Cable TV Ltd.
HQ:Rexdale, Ontario
Canadian systems: 16
Potential subscribers: 444,108 Actual subscribers: 352,864

U.S. systems: 7
Potential subscribers: 487,100 Actual subscribers: 201,504

Capital Cable TV Ltd.
HQ: Edmonton, Alberta
Canadian systems: 12
Potential subscribers: 383,713 Actual subscribers: 297,807

Cablecasting Ltd.
HQ:Toronto, Ontario
Canadian systems: 4
Potential subscribers: 205,476 Actual subscribers: 197,739

U.S. systems: 6
Potential subscribers: 496,600 Actual subscribers: 70,600

Source: *Matthews Catv*, Quebec, Canada, June 1983

PBS, Peter Jennings of ABC and Morley Safer of CBS—all Canadians. "Now I ask you—just who are the cultural imperialists?" asked Commerce Department official David Markey recently before a group of Canadians in Montreal.

Worry over a possible national identity crisis, while perhaps seeming a bit alarmist to an American, is nonetheless deeply rooted in present-day Canadian cultural policy. Particularly in telecommunication matters, officials in Ottawa often use the cultural identity issue, with its obvious emotional appeal, as a rhetorical rallying point for broadcasting policy.

Enshrined in the Canadian 1968 Broadcasting Act, protection of cultural integrity demands the broadcasting system be "effectively owned and controlled by Canadians so as to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada." As an offspring of that legislation, the CRTC came into being with its mandate to regulate and supervise the broadcasting system. Among other things, the CRTC imposes Canadian content requirements in programming and licenses new services introduced by the cable industry.

Despite the best efforts of the CRTC, the guardian of Canadian culture, more than 50 new U.S. television programming services are now delivered to Canada, a source of great concern in Ottawa and a possible threat to U.S. programming interests.

Canadian viewers have always been able to receive U.S. broadcasts by conventional antenna. However, limitations in over-the-air reception and high transmission costs meant that only nearby viewers could enjoy U.S. programming. Now, with the emergence of microwave, cable and satellite technologies, U.S. signals can be sent all over Canada.

Compensation rumblings

United States broadcasters and programmers have for years been trying to convince Canadian courts that they should be compensated for their programming. As the leading programming supplier worldwide, the U.S. has a great stake in the international acceptance of copyright compensation. Overseas rentals accounted for $944 million in remittals in 1981, according to U.S. figures.

Officials from the U.S. Copyright Office and the National Telecommunications and Information Administration fear Canadian disregard for U.S. copyright holders and broadcasters may spread to Mexico and the Caribbean, where some countries consider piracy a home industry.

Without modernized copyright laws that take new communication technologies into account, U.S. officials argue, producers may be reluctant to launch new programming ventures. And this issue takes even more pressing significance when one considers the growing demand for programming.

Broadcasters and programmers in this country have been particularly miffed by the recent actions of Canadian Satellite Communications Inc., which, with the blessing of the Canadian government, intercepts U.S. signals and then retransmits them by satellite to clients. Last July, the CRTC allowed CANCOM to pick up the signals of three network and public TV affiliates in Detroit and Seattle. CANCOM scrambles the U.S. signals to prevent piracy and charges an additional 70 cents a month per broadcast signal. The satellite service also proposes to deliver its expanded services to low power television for broadcast, also in scrambled form.

These Canadian moves have led U.S. legislators such as Sen. Patrick Leahy (D-Vt.) to complain about the let's-get-something-for-nothing attitude of the Canadian government. Leahy has introduced a bill—S. 736—that would deny royalty payments to foreign countries that refuse to honor U.S. copyright holders.

While the bill is largely a signal to Ottawa about U.S. concern, U.S. officials are considering alternative measures such as scrambling U.S. signals before retransmission. And although U.S. officials do not seem to know exactly what to do about the retransmission problems, their resolve to do something is clear. "We are going to have to find any leverage that we can on this issue," one official said at a recent hearing.

Oddly enough, Canadian and U.S. broadcasters may be natural allies against Canadian cable operators. Both fear that cable operators may seriously erode their markets. KXMD-TV in Williston, N.D., successfully resisted attempts by a Canadian cable company in the Saskatchewan province to delete the station's signal, replacing it instead with the CANCOM package of signals out of Detroit. General Manager John Blake expressed his fear simply: "If cable operators were to pick up U.S. signals through CANCOM, our interests would be threatened—we would not be viewed in Canada."

Tony Scapillati, a legal representative for the CAB, echoed the position of U.S. broadcasters. He is particularly concerned that cable operators that pick up station signals from Detroit would become superstations, penetrating all the large markets in Canada. "And this will have a detrimental effect on the program acquisition abilities of local broadcasters. The Detroit stations could buy the markets that they were being transmitted into. And that would upset the ability of local programmers to buy programming from distributors," he said.

The contradictory quality of Canadian policy that on the one hand stresses the development of Canadian programming, and then floods its markets with U.S. programming, places Canadian cable companies and broadcasters at odds. And if left unresolved, the copyright issue may later haunt Canadian programmers that try to merchandise programming in this country.

A large concern to Canadians is the widespread fear that the country's cultural identity will be diluted by the likes of Mr. T or Richard Simmons.

Yet the inability so far of Canadian policymakers to balance the interests of cable companies and broadcasters, while satisfying the public's demand for quality programming has exacted perhaps even greater costs. Under the weight of CRTC regulations, the cable industry has suffered from, in the words of CCTA President Hind-Smith, "a tendency in this industry for entrepreneurial attitudes to shrivel."

Communications expert Dave Crowely, a professor at McGill University, put the problem in more forceful terms: "I don't think that anyone in Canada nowadays regards the cable industry as an important source of risk-taking within the cultural industries." Crowely sees the industry as having reached a saturation point in Canada. Too much regulation, and too few programming options are pushing the industry toward what he terms "paper growth" rather than real economic growth. "Large cable companies will start to buy other cable companies and component industries. The danger is that a few huge cable companies will dominate in Canada—and programming will become even less creative," he predicted.

The future of Canadian cable will depend on how fast new programming services are licensed by the CRTC. One promising sign coming out of the Department of Communications is a move to establish policy-making with the Minister of Communications, rather than in the licensing policy of the CRTC. Yet as long as Canadians fear the "cultural imperialists" from the South, the Canadian cable experience will continue to be a frustrating one. ■

Construction forecast

Building for the future

As anyone in the Rocky Mountain region can attest, cable construction isn't going anywhere. With sub-zero weather and several feet of snow covering the ground, movement among construction crews is slow at best.

But the weather isn't the sole culprit in this year's vast slowdown; the backward lurch on construction expenditures in general is due to a lack of demand from the operators. Operators should not take the entire blame for the decrease of product this year across the board; they too, were victims of a business that for most of 1983 went sour.

Most forecasters and many companies saw this trend coming. Indeed, in last year's forecast, *CableVision* predicted a downturn in business, and for the first time in the eight years the magazine has published its research, a lower overall construction expenditure figure was reached. As the data began to filter in, it was learned that this original figure was actually too optimistic; the final construction expenditure figure for 1983 proved to be much lower than earlier predicted. It is not unfortunate that *CableVision* was off on its number, but unfortunate that the industry was so far off *its* number than what it anticipated.

It is a reasonable figure because the industry has performed so poorly, with the snowball effect being that a corresponding number of companies have reluctantly been forced to close their doors, or have been swallowed by other companies, or lost company officers due to the lackluster business principally from operators. More than one operator has withheld payment from suppliers or manufacturers because of cash flow problems. Overstocked warehouses and severe competition in various markets have combined to force the ouster of many companies from the field, but instead of drawing their business to the remaining contenders, the business withdrew as well. Companies that thought they could rush in and fill the gap left by a failing business found out that there wasn't anything there for them. Operators were holding onto what they had and were not renewing orders as frequently, and there is still a feeling of uncertainty in the marketplace about the status of a number of products that are still feeling their way in terms of demand. Addressability is certainly a leading candidate; operators are buying more addressable converters than they had in the past, but there is an underlying reluctance to commit large dollars until the industry as a whole is satisfied with the performance and reliability of the addressable converter.

Another complex matter is in megahertz. More than one operator has questioned the need to expand further and go higher in number. "Can't the industry decide on one level and remain there for a while?" asked one operator who responded to the survey. "We get 500 MHz, then 550, now 600 . . . it's simply going too fast and I'm not about to upgrade if I don't need to."

That seems to be a logical reaction. The cable industry is plagued with obsolescence as one product line is quickly outdated and replaced, or modified. The operator is forced to ask himself if he should upgrade his equipment to make it state-of-the-art, even if his existing equipment still functions properly.

The answer is that the operator is *not* buying it. He is content to stay with the equipment and products he presently has in place and will put off what he can until tomorrow, or several years down the road. This trend was best demonstrated at all of the trade shows this year. Exhibitors have consistently complained at one show after another during 1983 that there has been very little business and very poor showings by the operator. The operator will come in with an order that he has determined will meet his needs almost to a "T" or, alternatively, not purchase at all.

This type of behavior, combined with the fact that many operators that had originally proposed large systems with

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channel capacity exceeding 100 have reduced those numbers, has produced a trend. While this trend is not steady, it has occurred in many diverse markets, in which the operators have requested from the local city councils permission to reduce system size due to unforseen costs and, or an inability to build and profitably run a system the company originally bid. Manufacturers, suppliers and contractors that had sent proposals to the operator expecting the larger system were subsequently forced to cut back on their own orders or projected business, which contributed to a lower bottom line.

In addition, many of the larger markets that were expected to come on line, or at least see a fair percentage of their system completed by year end 1983, have been forced to revise their own construction forecasts and request extensions. The fault here must lie among the city councils that have delayed decisions or forced them into litigation due to various disputes. Other cable operators have been locked in battle among competitors in boundaries, portions of the various franchise, or in negotiations with neighboring or clustering franchises.

Other causes of the slowdown this year include company headquarters of the MSOs, which have dickered over management decisions in house and have forced the issue of smaller orders of equipment and supplies to their systems in an effort to cut overhead. Furthermore, turmoil at parent companies over the MSO could have resulted in delayed decisions affecting construction and other aspects of the cable business. Certainly, companies that are involved in cable operations *and* programming with problems on the programming end have had a lateral affect on the operations side.

Returning to the urban system situation, operators that have been awarded such large operations have also run into problems that had not been predicted, especially if the winning operator is a novice at building big systems. Still, such universal problems as right of way and "underground etiquette" may have hampered matters. Securing adequate financing has long been a problem for all operators, no matter how large they are. Acquiring the capital may have proved less difficult, but determining how much capital is needed to build these mammoth communications networks is one serious problem fraught with revisions every step of the way.

Other culprits for the slowdown in the construction business include legislators at the local and national levels, and simply a serious morale problem industrywide, brought on by an economy that has been sluggish for most of 1983 and has forced the end user of cable television, the subscriber, to disconnect or not sign up for cable at all.

However, the industry is growing. There are more subscribers coming on line every month. Recent statistics indicate that the industry grew by 4 million basic subscribers and approximately 6 million pay units in 1983. But if the economy had been better, that number could have been higher. Then, the operators would have had more revenue, which could have been invested in construction to further build or extend systems that would serve more subscribers.

Although everyone is at fault, the bottom line is that the construction business is not what it used to be, and sadly, this appears to hold true for the future. The industry will not experience the phenomenal growth it once did during the late 1970s and early 1980s. But this is not to say that the construction business is a dinosaur. As the economy picks up, the cable business as a whole should experience a better year in 1984. Furthermore, as the chart on urban markets indicates, construction of these super systems still remains and the potential here for business is enormous. Not included on this chart are other major markets that have yet to decide on a franchise winner—principally Baltimore and Washington, D.C.

And beyond this lie rebuilds, a growing concern not only for operators seeking refranchising meetings with city council, but among manufacturers and construction firms seeking to accommodate the operator in upgrading or refitting his system. A recent study by *CED* found that within the time frame of 1982 to 1985, approximately 220 systems will be up for refranchising, most of them being 12-channel, which will more than likely require some form of upgrade.

Finally, the cable operator, because in most cases he is a futurist by virtue of his being in this industry, will seek to upgrade his equipment because it is obsolete and he desires state-of-the-art capability. The rationale behind this is the need on the

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Construction expenditures

New plant construction (in miles)	**1983 actual**	**1984 projected**
Underground	7,015	11,435
Aerial	61,960	68,468
Total	**68,975**	**79,903**
Cost ($ in thousands)		
Antennas and towers	3,900	4,200
Microwave equipment	25,300	27,100
Headend	25,800	28,600
Line amplifiers	117,500	136,300
Cable—Trunk	79,400	93,700
Feeder	98,700	114,500
Drop	62,000	72,000
Taps and outlets	39,000	44,800
Converters—Nonaddressable	131,500	143,300
Addressable	172,000	215,000
Construction services*		
Overhead	99,400	103,400
Equipment	149,100	159,500
Earth stations	14,000	16,800
Pay TV security devices	49,700	54,700
Local origination equipment	24,800	27,300
Labor costs	287,400	323,300
Total	**1,379,500**	**1,564,500**
Replacement plant construction (in miles)		
Underground	4,125	5,668
Aerial	23,025	26,432
Total	**27,150**	**32,100**
Cost ($ in thousands)		
Antennas and towers	2,900	3,200
Microwave equipment	4,600	4,900
Headend	3,100	3,400
Line amplifiers	20,500	23,600
Cable—Trunk	12,800	15,000
Feeder	24,600	29,400
Drop	21,400	23,000
Taps and outlets	4,300	5,900
Converters—Nonaddressable	9,900	12,000
Addressable	4,500	8,000
Total	**108,600**	**128,400**
Grand total	**1,488,100**	**1,692,900**

*Overhead is classified as rent, etc., except labor cost and equipment. Equipment is classified as tools, supplies, vehicles, etc.

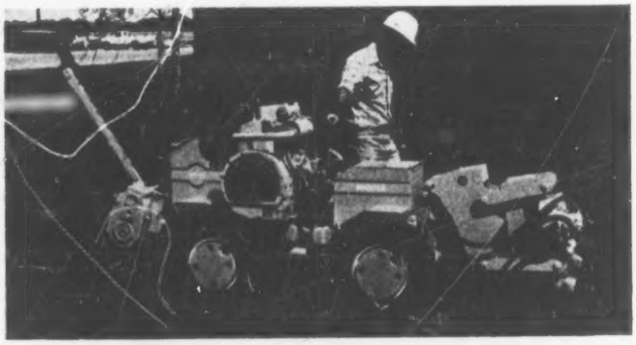
Major franchise awards—1983

City	Homes	Date	Company
East Multnomah Co., Ore.	80,000	April	Rogers
Milwaukee	253,000	May	Warner Amex
Minneapolis	170,000	August	Rogers (purchased from Storer)
New York (Four unwired boroughs)			
Bronx	432,000	June	Cablevision Systems
Brooklyn	606,000	June	Cablevision Systems
	200,000	June	Warner Amex
Queens	300,000	June	Warner Amex
	265,000	June	ATC
	188,000	June	Queens Inner Unity Cable
Staten Island	190,000	June	Vision Cable
	58,000	June	Cox Cable
Detroit	471,000	July	Barden Communications
East San Fernando, Calif.	166,000	September	United Cable
Los Angeles (south central)	180,000	September	ACCESS
St. Paul, Minn.	111,000	November	Continental Cablevision
Sacremento, Calif.	360,000	November	Cablevision systems
Awards expected January 1984			
Chicago			
Preliminary negotiating rights awarded to the following:			
Area I:	300,000		Cablevision Systems
Area II:	217,000		Group W
Area III:	193,000		Group W
Area IV:	226,000		Chicago Cable Communications
Area V:	188,000		Continental Cablevision
Philadelphia	620,000		
Award expected February 1984			
St. Louis	178,000		

operator's part to expand his business beyond delivery of entertainment signals. As data transmission and business communications become more of a viable and profitable entity, the operator will be forced to purchase equipment and upgrade his system to accommodate the demand for this type of business. Computers, two-way cable, keypads, security systems, fiberoptics and modems will become add-ons to the standard supply of equipment found within a cable system.

The future seems bright for the industry. But it will be forced to change and adjust to the demands facing it. It must come to grips with the fact that the cable business as it has operated for the past five, 10, or 30 years, is going to change. And until the economy revives and the industry completes its present pattern of shake-outs, churn and realignments among programmers, operators and manufacturers alike, the construction end of the business will be plagued with uneven revenue cycles and a seemingly downward or flat pattern of performance.

It is not a bleak future, but from a business standpoint, it is not a bright one. But the construction business is a hardy one, and one that can adapt when and wherever it has to—that is the nature of its business, especially when it comes to building systems. But in terms of projections, the construction business has to realize that demand for its services will continue to level out until conditions



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across the cable board dictate a return to higher output. The end result may be that the higher output will not match the earlier years, and there may still be a number of additional casualties among the companies—both manufacturers and contractors—plus competition from the telcos, which would like a percentage of the business. But that business should remain fairly steady during the next several years of urban builds and after that, in rebuilds. That should be sufficient, despite the numbers that appear in this year's expenditure chart, to be optimistic about the future of the construction business and the cable industry overall.

Briefly, the intention here is to highlight and explain certain categories within the chart and why the numbers came out the way they did. Again, as *CableVision* has stated in the past, these results were derived from a sampling of operators and manufacturers and are, at most estimates, based upon information supplied to *CableVision* from these groups. All numbers and company references are held in strict confidence, nor will they be revealed to any source requesting them. Furthermore, these results represent the work of *CableVision* staff members and, by virtue of the informality of this survey, cannot be used as scientific evidence in a court of law.

Upon receiving and computing all information for this year's construction forecast, it was determined that all expenditures for 1983 were down from last year's projections. This was hardly surprising on any front. Construction of new plant miles was down by nearly 15,000 over last year. Expectations for 1984 equal the number of miles that *CableVision* predicted for 1983. This appears to be the case with most categories, with the exceptions being line amplifiers, feeder cable and addressable converters, all of which are higher for 1984. In some categories, it is expected in 1984 that the demand for such products will become progressively less. These include antennas and towers, microwave equipment, non-addressable converters, and to a lesser extent—at least within the next two years—pay TV security devices and local origination equipment. Rationalization for this lies in the fact that operators, suppliers and manufacturers have overstocked these items and will deplete existing supplies before ordering or manufacturing more.

In many cases, operators will strive very hard to continue to keep overhead costs low,,as well as labor. It was decided, upon numerous requests, to break down construction services to reflect both overhead and equipment categories. Overhead costs consist of those expenses—related to construction—such as rent, utilities, insurance, gasoline, etc. Equipment refers to tools, vehicles, uniforms and other tangible items. It is obviously in the operator's best interest to keep these expenses as low as possible. Labor costs, which will rise with the cost of living, are also built into the amount of construction projected for next year. Because the total miles are lower than the year before, labor costs also will be lower.

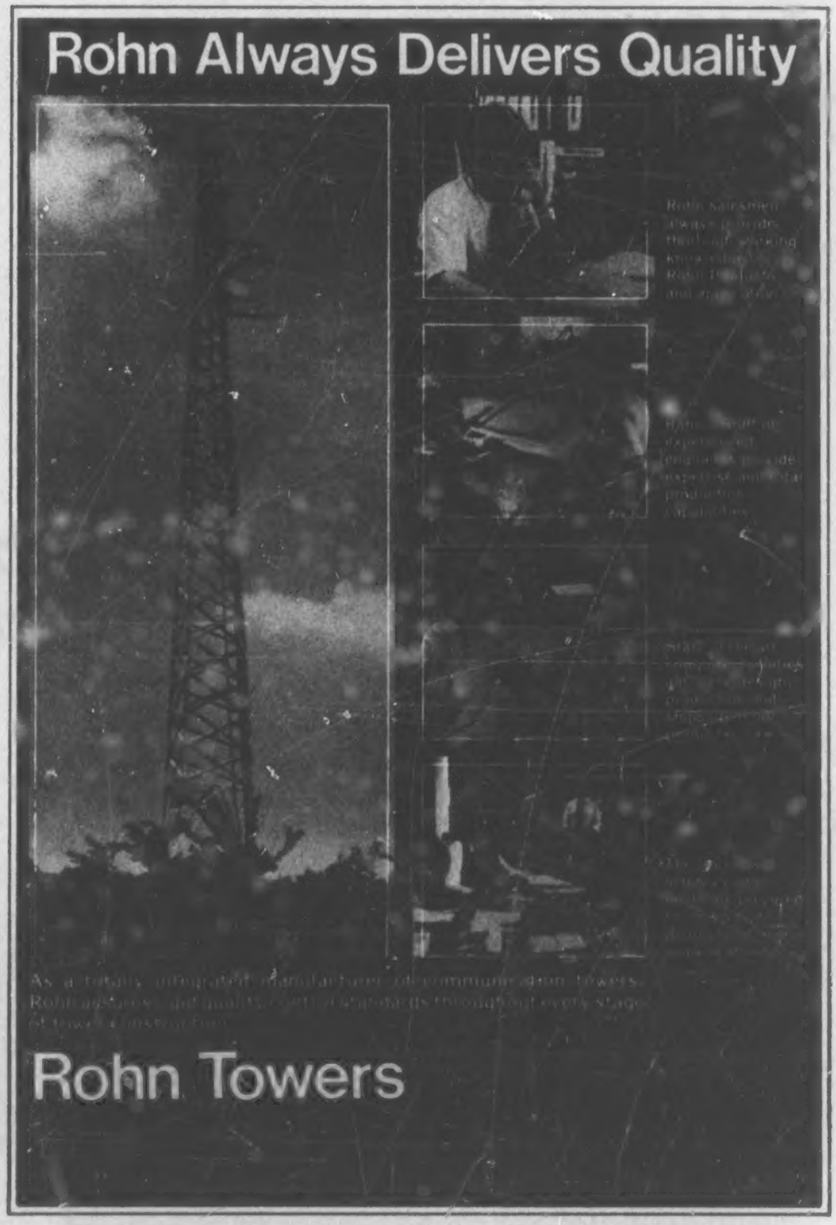
Categories that are expected to experience increases for next year include those already mentioned as well as earth stations. This product will continue to grow in demand as more operators purchase additional dishes. The most dramatic increase over 1983 will be in the area of addressable converters as this product finally earns its respectability and market power among cable operators.

Overall, numbers for 1983 were down approximately 15 percent over last year, while projections for 1984 run on the average of a 13 percent increase. Completion of 1984 expenses will put the industry about equal to where it was in 1982. So, although 1984 can best be described as a "catch-up year," it should be a much better year when compared to 1983. And that's the good news.

On the replacement plant side, numbers were closer than with new-build simply because operators can—to some degree—delay new plant construction while they cannot afford to hold back on rebuilds and upgrades on existing systems, especially when the retention of the franchise is at stake.

Cost for rebuild will increase per mile in 1984, and overall expenses will grow as the tables slowly turn toward rebuild's favor, especially in the latter half of the 1980s. Converter expenses—both addressable and non-addressable—will expand as will cable. More underground cable will also be planted in rebuild systems next year. The future is still bright.

—Peter Evanow



New scholarships offered

Suburban Cablevision begins a new program to aid four college-bound students yearly

EAST ORANGE, N.J.—In an effort to get involved with the communities it serves, Suburban Cablevision will offer $2,000 per year scholarships to four college-bound students selected from its franchise areas each year beginning this new year.

Phil Patterson, Suburban Cablevision general manager, said that although the publicity won't hurt, the system's main reason for instituting the program is a "corporate commitment to help serve the municipalities we service."

"It is self-serving, but I also happen to think it's the right thing to do," Patterson said. "A company should turn back a certain percentage of its profits into things that will benefit the community it works in. There are some bad things we've done in the past—any small business will have its problems—and this helps to offset some of the negatives with positives."

Patterson said he expects to receive about 150 applications for the scholarship funds; selections will be based on academic ability and financial need. Suburban is distributing applications to public and private schools in its 41 municipalities. It is depending on the cooperation of academic guidance counselors to do some prescreening. Applications will be accepted until April; awards will be made in June for the fall 1984 school year.

The ongoing scholarship program is expected to cost Suburban about $32,000 a year; the number of participants eventually will rise to 16 per year. Patterson said it is possible that Suburban will try to increase the size of the scholarship award by getting suppliers involved.

An eight-person committee made up of four Suburban Cablevision employees and four community people—including a judge, a representative from Rutgers State University and Allan Rubinstein, executive vice president of Madison Square Garden Network—will be chaired by Kate Wood, executive director of the Educational Consortium for Cable.

Each scholarship will run for a maximum of four years and will be renewable each year. The scholarships give students a choice of school and field of study. Continuance of the entire program is subject to annual review by the board of directors of Suburban Cablevision .

Patterson said the scholarship program, which has been getting a "very positive response from the community," was first introduced to the mayors of each municipality at a dinner party sponsored by Suburban Cablevision.

"There are other charitable causes we make corporate donations to, but we thought something for youth would be in the best taste—cable is a young industry," Patterson said. *—Cecilia Capuzzi*

Canadians push pay

Results show that marketing pay TV services has become important to operators

OTTAWA—The Canadian Cable Television Association's 1983 marketing survey shows that marketing cable's pay television services has become a top priority among many Canadian systems. In some cases, marketing expenditures have doubled and cable system marketing staffs have increased from three to 50 times more than 1981 levels.

However, since Canadian cable systems launched pay services just this past year—in February 1983—CCTA marketing coordinator Louise Brownlee acknowledged that it was only natural for marketing expenditures to rise.

The May 1983 survey asked respondents

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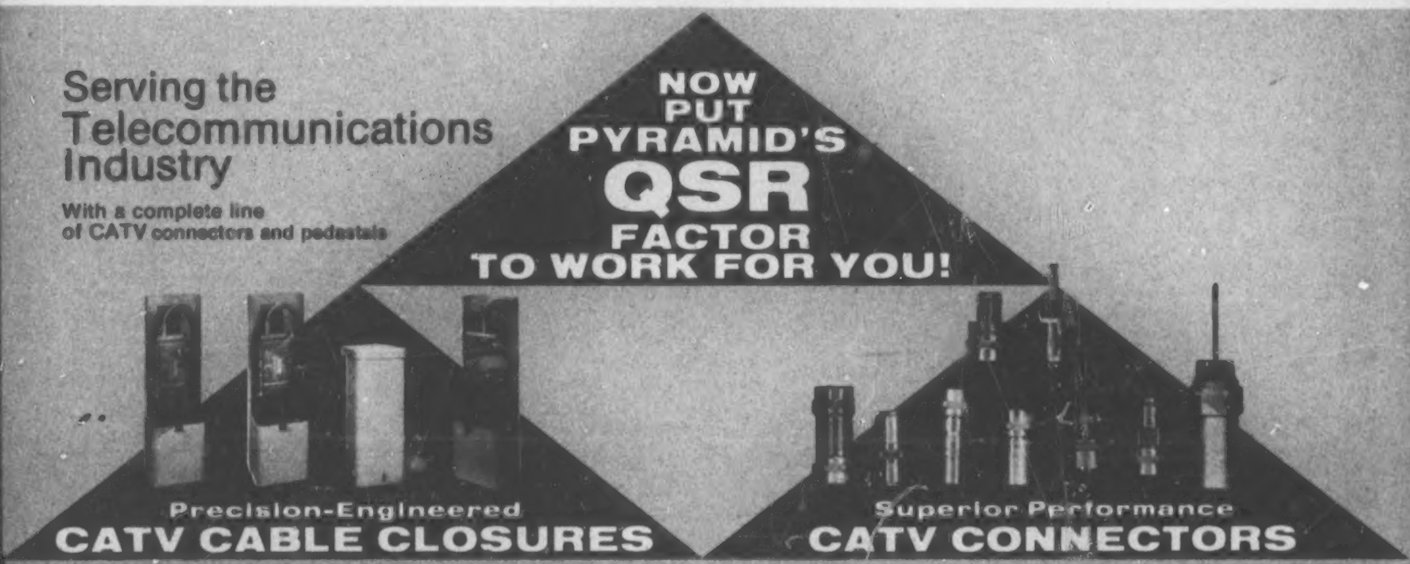

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Marketing

CCTA marketing survey

		Average total marketing expenditure ($)		Average marketing expenditure/sub ($)	
Group	# of subs	1981	1983	1981	1983
A-B	0 - 4,999	8,652	9,220	6.31	2.57
C	5,000 - 9,999	9,628	10,353	2.37	9.67
D	10,000 - 19,999	24,105	62,270	2.55	3.78
E	20,000 - 29,999	77,181	52,412	1.70	2.05
F	30,000 - 49,999	77,134	122,396	2.90	3.02
G	50,000 - 99,999	153,523	666,789	3.00	5.07
H	100,000 or more	563,742	1,059,036	3.47	4.11

Source: Canadian Cable Television Association

to list marketing expenditures for the year beginning in May 1982. Some 53 CCTA members, 44 of whom offered pay services at the time, responded. The study found that 1983 marketing expenditures went up at all but the smallest systems that served fewer than 5,000 subscribers. According to the report, cable companies spend between 27 cents and $8.46 per basic cable television subscriber compared to $1.68 to $148.30 per pay television subscriber for marketing projects.

The study also found that penetration was higher in systems where no decoder deposit was required and where discounts were offered. An installation discount was the most successful method of increasing pay penetration.

Companies with high pay penetration also made staff training a priority. "Companies with pay penetration ratios greater than 6 percent have a slightly greater tendency to use training programs and a significantly greater tendency to use incentive programs," according to the report. In addition, the report states, companies with more than 30,000 subscribers have, on average, more than doubled their full-time door-to-door staffs.

Notes

■ TVSM, publisher of *Cable Today* and *Cable Guide*, will produce a system-specific version of *Cable Guide* for newly launched Tribune/United Cable Communications near Detroit in Royal Oak, Mich.

■ Heritage Communications Inc., a Home Box Office affiliate since 1976, extended its commitment to HBO for an additional 10 years. The MSO will continue to provide HBO in more than 120 Heritage cable systems in 14 states, representing more than 175,000 HBO subscribers, 350,000 cable subscribers and 700,000 homes passed.

■ ESPN announced that 41 advertisers placed orders with the sports network during the month of October. Ten of those were first-time sponsors: Blistex, Cribari Wines, JVC Home Video Products, Kentucky Fried Chicken, Kloss Video, Murdoch Productions Inc., Professional Golf Association, Reid/Land Productions, Uniden Cordless Telephone and Visa.

■ Group W in Irving, Texas, affiliate of Festival, The Texas Cable Network, began running its programming on Nov. 14. The statewide interconnect distributes original programs to affiliates and has contracts pending with Rogers in San Angelo and Laredo and with Group W in El Paso.

■ Nationwide CableRep, re-opening the doors of Eastman CableRep, announced its five-office operation and locations to be run from the national headquarters in Cleveland: A.M. Pena Building, 27801 Euclid Ave., Cleveland, Ohio; One Rockefeller Plaza, New York, N.Y.; 444 N. Michigan Ave., Suite 1905, Chicago, Ill.; 4676 Admiralty Way, Suite 714, Marina del Rey, Calif.; Pylon Park One, Suite 280, 5301 N. Federal Highway, Boca Raton, Fla.

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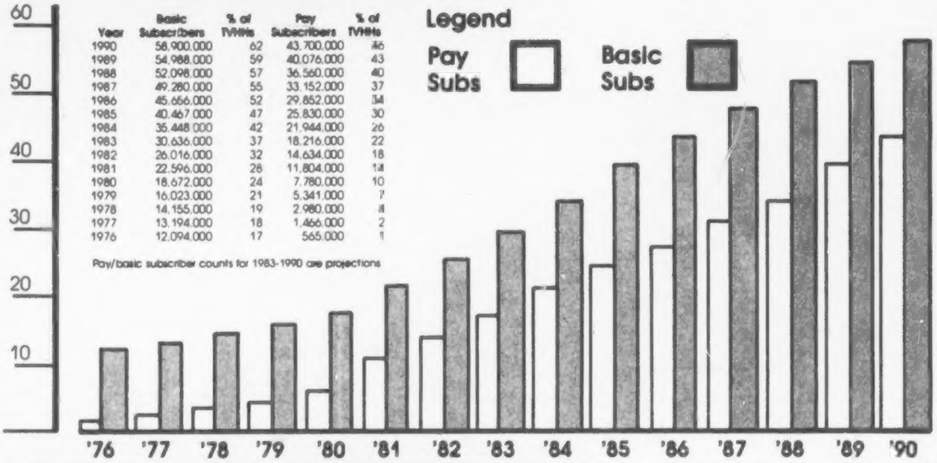
Cablestats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.

STV operators

This chart is continued from the Jan. 2, 1984 issue.

SelecTV of California, Inc. (STV:5)
Short name: SelecTV of California
4755 Alla Road
Marina del Rey, Calif., 90292
(213) 827-4400
Manager: George Hancock
Parent: Clarion Co., Ltd.
Head City: Marina del Rey
Channel: 22
Population: 7,081,000
Granted date: 3/1/83
Turn on date: 7/1/78
Programming: Movies - non-theatrical, theatrical, broadcast; championship sports; concerts; Adult Theater, late night adult fare
Basic subs: 118,000 (7/1/83)
Basic rate installation: $49.95
Basic rate month: $21.95
Comments: Subscriber # combined with SelecTV system in Wis. Deposit ranges from $50.00 to $200.00 (based on credit rating).
Call letters: KWHY

SelecTV (K18A1 STV:36)
Short name: SelecTV (K18A1)
1404 West 4th Street
Grand Rapids, Minn., 55744
(218) 326-5932
Manager: John Boler
Parent: Community Broadcast Incorporated
Granted date: 7/1/82
Turn on date: 12/1/82
Programming: SelecTV programming with adult tier - Adult Theater
Basic subs: 1,800 (11/1/83)
Basic rate installation: $49.50
Basic rate month: $15.85
Comments: Grand Rapids Channel 18 is combined with Bemidji as one system; Population and subscriber #'s are combined, too.
Additional tiers: $6.00
Channel: 18
Population: 62,000

Sports Vision (STV:11)
Short name: Sports Vision
875 N. Michigan, Ste. #1540
Chicago, Ill., 60611
(312) 787-2600
Manager: Jack Jacobson
Parent: Four Chicago sport teams
Head City: Chicago
Channel: 60
Population: 2,300,000
Granted date: 11/1/81
Turn on date: 5/1/82
Programming: 100% live sports daily-afternoons and early nights; now part of Group W joint venture (sports network out of Houston).
Basic subs: 25,000 (7/1/83)
Basic rate installation: $52.95
Basic rate month: $21.95
Comments: Sports Vision runs on 10 Chicago area cable systems and on the ON-TV STV system for a total of 40,000 subs; 25,000 ON-TV.
Call letters: WBBS
Additional tiers: $15.00

Subscription Televison of Greater Washington/Baltimore (STV:8)
Short name: Super TV
8200 Greensboro Dr., Ste. 400
Manager: Tom Thompson
Parent: Field Communications, Subscription Television of America
Head City: Washington, D.C.
Channel: 50
Population: 2,500,000
Granted date: 8/1/80
Turn on date: 11/1/81
Programming: Super TV - blockbuster movies, live simulcast concerts, sports events, occasional pay-per-view (special events), adult tier - Nightlife.
Basic subs: 82,972 (7/1/83)
Basic rate installation: $49.95
Basic rate month: $19.95
Comments: Subscriber # combined with Baltimore; Super TV Channels 50 (Washington) and 54 (Baltimore) operate together as one.
Call letters: WCQR
Additional tiers: $5.95

Subscription Television of Greater Washington/Baltimore (STV:16)
Short name: Super TV
8200 Greensboro Dr., Suite 400
Mc Lean, Va. 22102
(703) 556-9250
Manager: Tom Thompson
Parent: Field Communications, Subscription Television of America
Head City: Baltimore, Md. 21201
Channel: 54
Population: 2,500,000
Granted date: 3/1/80
Turn on date: 7/1/82
Programming: Super TV - blockbuster movies, live simulcast concerts, sports events, occasional pay-per-view (special events), adult tier—Nightlife
Basic subs: 82,972 (7/1/83)
Basic rate installation: $49.95
Basic rate month: $19.95
Comments: Subscriber # with Washington; Super TV channels 50 (Washington) and 54 (Baltimore) operate as one system.
Call letters: WNUV
Additional tiers: $5.95

Veu, Inc. (STV:34)
Short name: Veu, Inc.
901 West North Carrier Parkway
Grand Prairie, Texas 75050
(214) 988-3005
Manager: Donald Stone
Parent: Independent American Subscription Television (IASTV)

Cable stats

Head City: Dallas
Channel: 27
Population: 3,550,000
Granted date: 3/1/80
Turn on date: 11/1/80
Programming: 12 hours of nightly movies, sporting events, pay-per-view (special events), Nite Veu or The Adult Movie Tier after 10:30 p.m.
Basic subs: 36,500 (12/1/83)
Basic rate installation: $49.95
Basic rate month: $17.95
Comments: Veu Inc. now owns all Dallas systems; addressable units for pay-per-view; subs pay less by buying/owning equipment.
Call letters: KTWS
Additional tiers: $2.00

WHT (Wometco Home Theater—STV:22)
Short name: WHT (Wometco Home Theater)
286 Eldridge Rd.
Fairfield, N.J. 07006
(201) 227-8700
Manager: Carmen Colucci
Parent: Wometco Enterprises Inc.
Head City: Philadelphia
Channel: 65
Population: 2,400,000
Granted date: 12/1/79
Turn on date: 7/1/81
Programming: WHT - recent major films, entertainment special, children's films, music, comedy, original programming, "Nightcap" late night adult tier (Monday to Saturday after 11 p.m.)
Basic subs: 100,000 (11/1/83)
Basic rate installation: $63.00
Basic rate month: $21.00
Comments: Population is TV homes; 94% of subscribers take adult tier. Subscriber # is combined Newark, Fairfield and Islip counts.
Call letters: WRBV
Additional tiers: $5.95

WHT (Wometco Home Theater-STV:23)
Short name: WHT (Wometco Home Theater)
390 W. Market St.
Newark, N.J. 07107
(201) 643-6800
Manager: Herb Lefkowitz
Parent: Wometco Enterprises Inc.
Channel: 68
Population: 6,400,000
Granted date: 7/1/72
Turn on date: 3/1/77
Programming: WHT - recent major films, entertainment specials, local sports, children's films, music, comedy, original programming, "Nightcap" late night adult fare.
Basic subs: 100,000 (11/1/83)
Basic rate installation: $66.00
Basic rate month: $22.95
Comments: Combined with Smithtown—Neward Channel 68 and Central Islip, N.Y. Channel 67 are one system; Pop # is TV homes.
Call letters: WWHT
Additional tiers:

WHT (Wometco Home Theater STV:24)
Short name: WHT (Wometco Home Theater)
3200 Expressway Dr. S.
Central Islip, N.Y. 11722
(516) 582-6700
Manager: Herb Lefkowitz
Parent: Wometco Enterprises Inc.
Head City: Smithtown
Channel: 67
Population: 6,400,000
Granted date: 7/1/78
Turn on date: 1/1/80
Programming: recent major films, entertainment specials, local sports, children's films, music, comedy, original programming, "Nightcap" late night adult fare
Basic subs: 100,000 (11/1/83)
Basic rate installation: $66.00
Basic rate month: $22.95
Comments: Smithtown (Central Islip) Channel 67 and Newark Channel 68 are combined as one system - N.Y. area; Pop is TV homes.
Call letters: WSNL

Willamette Subscription TV (STV:30)
Short name: Willamette Subscription TV
2545 SW Spring Garden
P.O. Box 19817
Portland, Ore. 97219
(503) 293-6666
Manager: Chris Desmond
Parent: Willamette Subscription TV
Head City: Salem, Ore.
Channel: 22
Population: 788,000
Granted date: 7/1/81
Turn on date: 1/1/82
Programming: ON TV programming - movies, sports, concerts, pay-per-view (special events), adult tier (nights)
Basic subs: 15,000 (6/1/83)
Basic rate installation: $59.95
Basic rate month: $19.95
Call letters: KECH
Additional tiers: $5.00

Source: ICR, Cable Information Service—a Titsch Communications division.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, Calif.	Cox Cable	233,476	(11/83)
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	(8/83)
3.	Houston, Texas	Warner Amex	184,900	(7/83)
4.	Manhattan, N.Y.	ATC	181,575	(9/83)
5.	San Antonio, Texas	Rogers Cablesystems	166,341	(9/83)
6.	West Orange, N.J.	Maclean Hunter	152,667	(9/83)
7.	Wayne, N.J.	UA Cablesystems	124,300	
8.	Cincinnati, Ohio	Warner Amex	110,500	(7/83)
9.	Tulsa, Okla.	United Cable	109,272	(9/83)
10.	Audubon, N.J.	NYT Cable	107,511	
11.	Rochester, N.Y.	ATC	103,300	(9/83)
12.	Erie County, N.Y.	Prime Cable	102,664	(11/83)
13.	Baltimore County, Md.	Caltec Cablevision	100,793	(12/83)
14.	San Jose, Calif.	Gill Industries	100,300	(11/83)
15.	Tidewater, Va.	Cox Cable	97,201	
16.	Austin, Texas	ATC	94,740	(9/83)
17.	Honolulu, Hawaii	ATC	92,100	(9/83)
18.	Seattle, Wash.	Group W Cable	91,200	
19.	Orlando, Fla.[1]	ATC	90,000	(9/83)
20.	Memphis, Tenn.	ATC	89,950	(9/83)

Subscriber counts are as of 10/83 unless noted otherwise.
[1] Number is an estimate.
Source: Sub counts are provided by the operators for ICR, Cable Information Service—a Titsch Communications division.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1.	Tele-Communications Inc.[1]	2,500,000 (9/83)
2.	American Television and Communications Corp.	2,300,000 (9/83)
3.	Group W Cable	1,917,000
4.	Cox Cable Communications Inc.	1,414,147 (12/83)
5.	Warner Amex Cable Communications Inc.	1,350,000
6.	Storer Cable Communications	1,315,000 (9/83)
7.	Times Mirror Cable Television Inc.	885,311 (9/83)
8.	Newhouse Broadcasting[2]	769,649 (9/83)
9.	Continental Cablevision	723,000
10.	Viacom Cablevision	699,561
11.	United Cable Television Corp.	601,000 (9/83)
12.	Sammons Communications Inc.	566,929
13.	Rogers Cablesystems Inc.	467,073 (9/83)
14.	Cablevision Systems Development	376,000
15.	TeleCable Corp.	375,295 (9/83)
16.	Heritage Communications	356,224
17.	Comcast Cable Communications	336,100 (12/83)
18.	Capital Cities Cable Inc.	335,800 (6/83)
19.	UA Cablesystems Corp.	331,300
20.	General Electric Cablevision	318,000

Subscriber counts are as of 10/83 unless noted otherwise.
[1] Number is an estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
Source: Sub counts are provided by the MSOs for ICR, Cable Information Service—a Titsch Communications division.

C8920-2 A

- CRT appeal denied; industry looks to Congress
- Murdoch, Chris-Craft vie for Warner stock
- Showtime's John Sie heads west to TCI
- Free read-aloud service from SSS

CableVision™

s and features weekly of the cable television industry

January 16, 1984

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Comm Equity's Rick Michaels

Planning for the second decade

PLUS Monitoring the '84 election

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WPA ABP BPA

Court upholds CRT rates

NCTA's year-long struggle against soaring copyright rates ended in defeat when the federal appeals court upheld the CRT ruling. Industry now turns again to Congress for relief. **Leading the week, pages 12-16.**

Clash over stereo sound

NAB calls for mandatory carriage of multichannel TV sound; NCTA says it's too costly. Meanwhile, a broad-based committee selects Zenith as best system to provide TV stereo sound for U.S. television. **Leading the week, pages 12-16.**

Sie to join TCI

John Sie leaves Showtime/The Movie Channel at month's end to become a senior vice president at Tele-Communications Inc. and a member of the MSO's operating committee. **Leading the week, pages 12-16.**

Catel buys RCA line

United Scientific's Catel Division buys RCA Cablevision Systems' headend product line three months after RCA announced the closing of that division. **Leading the week, pages 12-16.**

Archway withdraws bid

Archway Cablevision withdraws its bid to wire St. Louis, citing negative publicity that its local stockholders had been exposed to. Meanwhile, a federal grand jury continues to investigate the local franchising process. **Leading the week, pages 12-16.**

Cable sub survey released

A Chicago research firm, which devised a way to link household purchasing with television viewing habits, surveyed eight markets and found that cable subscribers are heavy buyers of grocery store products—and are likely to watch more television than non-subscribing counterparts. **Leading the week, pages 12-16.**

SSS links with In Touch

Satellite Syndicated Systems is donating an audio subcarrier on Satcom IV for "In Touch," a read-aloud service for the visually impaired. It is being offered free to operators. **Page 30.**

Michael Jackson's 'Thriller'

CableVision critic Robert DiMatteo takes a look at Michael Jackson's *Thriller*, wondering if it is truly a break-through event or perhaps more of a deadend. **Page 30.**

Texas show preview

Organizers of the Texas Show expect 2,400 attendees for the 24th annual edition of their event later this month in San Antonio. Booth space is nearly sold out (the exhibitor's guide begins on page 37); panels will be dominated by MSO personnel. **Page 33.**

CATV Texas Cable TV ASSOCIATION, INC.

Warner's precarious future

Warner's future becomes slightly precarious as two companies announce plans to acquire sizable shares of Warner stock. **Page 40.**

U.K. cable status

Wild optimism has faded, according to attendees at last month's Western Cable Show. **Page 40.**

About the cover

CableVision's Publisher Peter Evanow visits with Communications Equity on the company's 10th anniversary. Pictured on the cover is Chairman Rick Michaels.

NEW HAMPSHIRE
CRANSTON
FOR
NT
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This week in PLUS

Many politicians hope to make their mark in 1984. And while they're doing so, cable will be watching them and making its own journalistic mark. Since the last election year, cable has truly come into its own politically, and this year's coverage hopes to prove it. CNN plans to have true "fourth network" coverage this time around, and C-SPAN has increased its election staff eight-fold . . . Meanwhile, Communications Equity Associates celebrates a decade of experience and outlines some of its hopes and plans for the future. Pages 19-29.

Leading the week

Copyright fees upheld

CRT increase affects 1,500 systems, legislative action urged to provide industry relief from ruling

WASHINGTON—The cable industry now knows that the courts are no place to turn for relief from the soaring copyright fees that precipitated "Black Tuesday" last March, and the loss of distant signals in some 10 million homes.

The U.S. Court of Appeals in the District of Columbia upheld the rate hike imposed by the Copyright Royalty Tribunal in 1982. Tom Brennan, former CRT head, has estimated that the hike, which calls for larger cable systems to pay 3.75 percent of gross basic revenues for each distant signal over a minimum number, would cost the industry $15-$20 million.

NCTA spokesman Ed Dooley says regional distant signals, as well as the superstations, have been "dropped in substantial numbers" as a result of the CRT increase.

According to NCTA, the decision affects 1,500 systems—those that earn $214,000 or more semi-annually. Systems with smaller incomes or in markets not served by television are exempt from the ruling. That amounts to about 75 percent of all cable systems, according to Jack Valenti, president of the Motion Picture Association of America, a proponent of the rate increase.

Copyright owners were jubilant over the decision of the appeals court. "This decision is a vindication of the marketplace as the supreme arbiter of price and demand," Valenti said "All the CRT did was to verify marketplace economics, which is what free enterprise and competition are all about in this land and which copyright owners passionately support."

For NCTA, which had been fighting the rate hike for over a year, it was a bitter defeat.

"The consumer impact of the court's decision cries out for Congress to provide more specific direction to the CRT," said NCTA President Tom Wheeler. "We will continue to push for legislation to mitigate the anti-consumer impact of the CRT's actions."

Jack Valenti, MPAA president

Robert Ross, general council for Turner Broadcasting System Inc., agrees that legislative action is the only solution. Further court action is unlikely—"it's not a Supreme Court kind of case," he says. The CRT could decide to "revisit the issue in 1985," he adds, "but that would provide no effective relief until '88 or '89. The only way the industry will get any relief is to campaign for those bills."

According to Congressional sources, the industry will have its chance in mid-February, when the relevant subcommittees have tentatively planned hearings on copyright legislations.

At those hearings, lawmakers once again will hear from friends and enemies of H.R. 2903, authored by Rep. Mike Synar (D-Okla.), which allows operators in all markets to exempt three distant signals from the CRT ruling; H.R. 3419, by Rep. Sam Hall (D-Texas), which would exempt superstations that pay national rights for their programming; and S. 1270, introduced by Sen. Pete DeConcini (D-Ariz.), the model for the Hall bill.

But Steve Effros, executive director of CATA, sees a legal loophole in the CRT ruling that he believes could rid the cable industry of the copyright controversy almost entirely.

The loophole is found in Sec. 308.2 of the CRT rules, which exempts from the fee any signal previously permitted under FCC rules implemented in June 1981, or "a signal of the same type (that is, independent, network or non-commercial educational) substituted for such permitted signal."

That legalese, read strictly, allows cable operators some 33 distant signals exempt from copyright fees, Effros believes, plus one additional distant signal exempt under CRT rules.

The decision of the appeals court has opened the door for CATA to try out its interpretation. "We're finally going to have a judicial test of our theory," says Effros. CATA intends to proceed with a court challenge as soon as the first cable operator balks at paying the new copyright fees.

—*Brooke Gladstone*

CRT interest rates

WASHINGTON—The newest headache for cable operators is the possibility that they may have to pay a year's worth of interest on boosted copyright fees that were deferred while the matter was under litigation.

Now that the U.S. Court of Appeals has affirmed those rates, imposed by the Copyright Royalty Tribunal (CRT), copyright owners are demanding the interest that would have accrued if the new rates had been paid on schedule during 1983.

According to U.S. Copyright Office spokesman George Lanier, "the CRT or the Copyright Office will determine whether to charge interest if and when they are petitioned by copyright owners." The Motion Picture Association of America is on record with the CRT as expecting interest on the fees delayed payment last year, but has issued no formal "petition."

"I don't know what we are going to do," says MPAA Vice President Fritz Attaway. "We're assessing our position legally, politically and administratively. It'll take a while to sort it out." In 1980, the CRT did *not* charge interest when it adjusted its rates for inflation.

Lanier would not specify the interest rate or range of interest that cable operators might be expected to pay. "It varies," he says. "I honestly don't know."

Meanwhile, the Copyright Office has been holding a series of internal meetings this month to decide how to implement the new rates. "We still don't know how many systems will be affected," says Lanier. Several of the approximately 1,500 systems to which the new rate applies may be grandfathered or exempted in "certain instances," he says. The date for completion of forms to be sent to cable systems is in early June.

CRT and industry sources both estimate that the new rate, 3.75 percent of gross basic revenues for each distant signal imported above a minimum number, will cost the cable industry an additional $20 million.

Copyright fees collected from the cable industry since 1980

		Total with interest
1980	$20,019,299	$27,340,990
1981	$29,908,842	$35,390,842
1982	$40,249,502	$42,800,000(approx.)
1983 (Jan.-June)	$22,426,356	$22,650,000 (approx.)

Figures supplied by U.S. Copyright Office

Cable services subscriber count

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 10/83	
ACSN The Learning Channel	459	3,825,000	+5.75	
ARTS (Hearst/ABC)	2,100	13,000,000	+5.38	
Black Entertainment Television (BET)	267	5,387,944	+.18	
Cable Health Network (CHN)	1,468	14,700,000	+4.76	
Cable News Network (CNN)	4,186	22,626,000	NC	
CNN Headline News	891	8,333,238	+6.48	
C-SPAN America's Network	1,100	14,500,000	NC	
CBN Cable Network	3,900	23,006,959	+2.17	
Country Music Television	45	1,200,000	NC	(6/30)
Daytime (Hearst/ABC)	755	10,000,000	NC	
Entertainment & Sports Programming Network (ESPN)	6,878	28,500,000	+13.6	
Eternal Word Television Network (EWTN)	102	1,627,253	+.12	
Financial News Network(FNN)	769	14,000,000	+5	
Modern Satellite Network (MSN)	525	8,674,160	+.34	
Music Television (MTV)	1,950	15,000,000	NC	
The Nashville Network (TNN)	1,250	10,000,000	NC	
National Christian Network (NCN)	108	1,439,153	NC	
National Jewish Television (NJTV)	147	2,823,916	NC	
Nickelodeon[1]	3,000	17,600,000	+.21	
PTL Satellite Network	800	8,000,000	NC	
Satellite Program Network (SPN)	460	8,743,763	+1.60	
SIN Television Network[2]	251	3,368,300	+3.86	
Trinity Broadcasting Network	288	3,502,000	+4.28	
USA Network	4,000	21,000,000	+4.76	
Video Concert Hall[4]	NA	4,000,000	NA	
The Weather Channel	1,093	11,200,000	+10.71	
WGN	4,934	11,400,000	+4.38	
WOR	855	4,271,671	+1.63	
WTBS	5,717	27,654,000	NC	

Pay service

Pay service	Affiliates	Subscribers	% change in subs from 10/83	
Bravo	104	163,000	+11	
Cinemax	1,800	2,500,000	NC	(5/31)
The Disney Channel	1,136	532,000	NC	
GalaVision	186	125,000	NC	(6/30)
Home Box Office (HBO)	5,000	12,500,000	NC	(5/31)
Home Theater Network (HTN)	385	230,000	NC	
The Movie Channel (TMC)	2,700	2,600,000	+3.84	
The Playboy Channel	341	600,000	+7.33	
Showtime	2,900	4,750,000	+5.26	
Spotlight	225	765,000	NC	(7/31)

Audio service

Audio service	Affiliates	Subscribers	% change in subs from 10/83
Cable Jazz Network	NA	NA	NA
The Jazz Network (KKGO)	13	800,000	NC
Lifestyle	154	2,500,000	NC
Love Sounds	NA	NA	NA
Moody Bible Institute	26	369,580	NC
Nice and Easy	NA	NA	NA
Satellite Radio Network	50	400,000	NC
SCAN	19	120,000	NC
WFMT	169	815,700	-8.95

Text service

Text service	Affiliates	Subscribers	% change in subs from 10/83	
AP News Cable	426	4,900,000	+4.08	
Dow Jones Cable News	138	1,700,000	NC	
Electronic Program Guide (EPG)	131	2,372,107	+4.21	
Reuters News View	350	3,500,000	NC	(8/82)
UPI Newscable	510	NA	NA	

Non-satellite-fed national services

Bicycled service

Bicycled service	Affiliates	Subscribers	% change in subs from 10/83	
The CableShop[3]	11	215,000	NA	
Fuji Network	5	3,140	+6.36	(11/1)
Nippon Golden Network	3	7,000	NC	
PlayCable	20	NA	NA	

Regional entertainment services

Regional service

Regional service	Affiliates	Subscribers	% change in subs from 10/83	
Atlanta Interfaith	7	126,000	NC	
Atlantis Entertainment Network	5	9,800	NC	(4/30)
Bay Area Religious Channel (BARC)[4]	1	3,500	NA	
Buffalo Sabres Hockey	12	430,000	+2.32	
Festival-The Texas Cable Network	6	539,000	+2.78	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	7	14,200	+7.04	
Home Sports Entertainment (Pittsburgh)	7	5,200	NA	
Life Newsvision (Chicago Suburbs)	6	11,000	NC	
Madison Square Garden	50	1,500,000	NC	
Meadows Racing Network[4]	10	200,000	NA	
MetroChannel	5	110,000	NC	
Newsday Cable	1	201,000	+2.48	
PRISM-Philadelphia	88	361,000	+.83	
Sonics Superchannel	10	23,000	NC	
SportsChannel (New England)	32	39,000	+29.48	
SportsChannel (New York)	33	330,000	+5.15	
SportsVision	12	14,000	+3.57	
Video Music Channel	4	110,000	NC	
Z-Channel	23	100,107	+8.79	

Announced services

Non-satellite-fed service	Expected launch
The Games Network	TBA

Regional service	Expected launch
Box Seat	1/84
Capital Sports	4/84
Pro-Am Sports	4/84
Wisconsin All-Sports Network	3/84
Sports Time (Anheuser, Multimedia, TCI)	4/84

Satellite-fed service	Expected launch
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	TBA
Apollo Entertainment Television	4th quarter 1984
Arts & Entertainment Channel	2/84
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Epsicopal TV Network	TBA
Kidvid Network	3/84
Lifestyle	2/84
M-Net	TBA
Magicable	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Network	TBA
The Pleasure Channel	1/84
The Silent Network	1/84
Star Video Music	1/84
Storytime	1/84
The Work ChannelTBA	

Note: Subscriber and affiliate counts are as of 11/30/83 unless otherwise indicated.
NA denotes not available
NC denotes no change
TBA denotes to be announced

[1] New A.C. Neilson count
[2] Total SIN reach. Total Spanish-speaking households: 28,068,100
[3] Correction: last month's count was stated as 250,000. The proper count was 215,000.
[4] New to the chart

Source: Subscriber and affiliate counts are provided by the program services for ICR, Cable Information Services—a Titsch Communications division.

National cable advertising

This chart lists national advertising sales by the basic cable networks during December 1983.

BET
American Home Products (R)
Amtrak (R)
Anheuser-Busch (R)
AT&T (R)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (R)
The Disney Channel (R)
Eastman Kodak (R)
Ford (R)
General Mills (R)
HBO (R)
Hershey (R)
IBM (R)
Kraft (R)
Mobil Oil (R)
Paramount Pictures (R)
Pepsico (R)
Philip Morris (R)
Pillsbury (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears (R)
U.S. Army (R)
U.S. Coast Guard (R)
U.S. Marines (R)
Universal Pictures (R)
Walt Disney Productions (R)
Wrigley's (R)

C-SPAN
AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

The CableShop
American Coupon Club (R)
Arrow (R)
Campbell Soup (R)
CBN Cable Network (R)
Comp-U-Card (R)
Eastman Kodak (R)
Esmark (R)

Cable stats

Johnson & Johnson (R)
Kraft (R)
Levi Strauss (R)
M & M Mars (Uncle Ben's) (R)
Merrill Lynch (R)
Reynolds Metals (R)
Scott Paper (R)
Shopsmith (R)
Tenneco (R)
Video Brochures International (R)

CNN
Actifed (N)
American Cyanamid (R)
American Home (R)
Archway Cookies (R)
AT&T (R)
Bristol Myers (R)
Campbell's (R)
Cheeseborough Fonds (R)
Coca-Cola (R)
Dazey (N)
Dow Jones (R)
Duracell (R)
Ford (R)
Gannett Publishing (R)
General Foods (R)
Gulf Oil (R)
Haggar (R)
Hanes (R)
IBM (R)
Jamaica Tourism (R)
Johnson & Johnson (R)
Kal Kan (N)
Kenco (R)
Matthew Bender Tax Information (N)
Merrill Lynch (R)
National Geographic (R)
Nestle's (R)
Nomura Securities (R)
Norelco (R)
Oster Corp. (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Quantas Airlines (R)
Quaker Oats,(R)
Ralston Purina (R)
Sears (R)
Toyota (R)
Triangle Publications (N)
Varco Pruden (N)
Whirlpool (N)

CNN Headline News
American Cyanimide (R)
American Home (R)
Banfi Products (R)
Black & Decker (R)
Block Drugs (R)
Campbell (R)
Car Quest (R)
Dazey (N)
Dow Jones (R)
Ford (R)
Franklin Mint (R)
Ginsu Products (R)
Gulf Oil (R)
Honda (R)
Jeffrey Martin (R)
Kellogg's (R)
Magnavox (R)
Matthew Bender Tax Information (N)
Phillips Petroleum (R)
Procter & Gamble (R)
Quaker Oats (R)
Radio Shack (R)
Ralston Purina (R)
Remington (R)
Royal Durasteel (R)
Sears (R)
Smithsonian (R)
Sports Illustrated (R)
Subaru (R)
Teltex (R)
Time/Life (R)
Toyota (R)
Urban General (R)
U.S. Virgin Island Travel (R)
Varco-Pruden (N)
Visa (R)
Wausau Insurance (R)
Wembley Tires (R)
Whirlpool (N)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
FTD (R)
General Mills (Red Lobster) (R)

Dow Jones Cable News
Charles Schwab (R)
Dow Jones (R)
Hilton Hotels (R)
Market Data (R)
Waldorf-Astoria (R)

ESPN
American Cyanamid (R)
Anheuser-Busch (R)
American Home Products (R)
Athlete's Foot (R)
Bardahl Motor Oil (R)
Blistex (N)
Block Drug (R)
Bloodhorse Magazine (R)
Cribari Wines (N)
Dow Jones (R)
Eastman Kodak (R)
Epson Computers (R)
Ford (R)
For Members Only (R)
Johnson & Johnson (R)
JVC (N)
Kentucky Fried Chicken (N)
Kloss Video (R)
Michelin (R)
Murdoch Productions (N)
Paramount (R)
Prince Tennis Rackets (R)
Radio Shack (R)
Reid Flash Land Prod. (N)
Sears (R)
Soloflex (R)
Sports Illustrated (R)
State Farm Insurance (R)
STP Oil (R)
3M (R)
Trustworthy Hardware (R)
Uniden (N)
Visa (N)
Warner Bros. (R)
Xerox (R)

Financial News Network[1]
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
AT&T (N)
Business Week (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
DeMoss Foundation (N)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (R)
The Equity Gallery (N)
Financial Educators Exchange (N)
First Futures (R)
Fisher Stereo (R)
Foundation for Savings Institutes (N)
Guardian Precious Metals (R)
General Motors (R)
Hawaiian American Cruises (R)
International Trading Group (R)
Investment Metals International (R)
Investment Rarities (R)
Mabon Nugent (R)
Marsten System (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Bank of Poland (R)
National Geographic (R)
North American Systems (R)
Northwest Mutual Life (N)
Northwest Orient Airlines (N)
OTC Review (R)
Paine Webber (R)
Paulson Investment (R)
Prudential-Bache (R)
Pulse Tach (N)
Quasar (R)
Quick & Reilly (R)
Rouse, Woodstock (R)
Sears (R)
Sharper Image (R)
Smythe Wheatly (R)
Standard and Poor's (R)
Value Line (R)
Wealth Magazine (N)
West Coast Metals (R)
William O'Neil (R)
Woodhaven Country Club (N)
W. R. Grace (N)

MSN[2]
Alpo (R)
American Dental Association (R)
American Iron & Steel Institute (R)
American Petroleum Institute (R)
American Security Council (R)
Anheuser-Busch (R)
Embassy of Australia (R)
Beatrice Foods (R)
Briar Industries (N)
Brown Shoe Company (R)
Burlington Northern (R)
Chemical Manufacturers Association (R)
Chrysler (R)
Conoco (R)
E.I. DuPont (R)
Edison Electric Instutute (R)
Export Council of Sweden (R)
G.D. Searle (R)
General Motors (R)
Gulf Oil (R)
John Hancock Mutual Insurance (R)
Industrial Fabrics Association (R)
International Gold Corporation (R)
Investment Company Institute (R)
Kelly Services (R)
Kikkoman (R)
Liberty Mutual Insurance (R)
Mattel (R)
Mercedes-Benz (R)
National Machine Tool Builders Association (R)
Pennzoil (R)
Portuguese National Tourist Office (R)
Procter & Gamble (R)
Government of Puerto Rico (R)
Ralston Purina (R)
Ross University (N)
Tourist Office of St. Moritz (R)
San Antonio Convention & Visitors Bureau (R)
San Diego Convention & Visitors Bureau (R)
Sun Line Cruises (N)
Swift (R)
The Tobacco Institute (R)
U.S. Army (R)
United Steel Workers of America (R)
Universal Foods (R)
Warner Lambert (R)
Washington State Apple Commissior (E)
White's Electronics (R)

The Nashville Network
Acme Boots (R)
Beard-Poulan (R)
CBS Records (R)
Champion Spark Plugs (R)
Columbia Pictures (R)
Eastman Kodak (R)
Flying Tigers (R)
Ford (R)
General Motors (R)
Gusto Records (R)
Haggar (R)
Kraft (R)
Lorillard Tobacco (R)
Martha White (R)
Members Only (R)
National Life & Accident Insurance (R)
Playboy (R)
Philip Morris (R)
R.J. Reynolds (R)
Ralston Purina (R)
Stroh Brewery (R)
Suffolk Marketing (R)
Time (R)
Universal Pictures (R)
Warner Lambert (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Amaretto Di Saronno (R)
Anheuser-Busch (R)
Campbells (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Ford (R)
Procter & Gamble (R)
Sears (R)
Warner Brothers (R)

SPN
Architectural Digest (R)
Century 21 (R)
Dow Chemical (R)
North American Systems (R)
Pfaff Sewing Machines (R)
Qantas Airlines (R)
Rubbermaid (R)
Searle (R)

USA Network[3]
A & M Records (R)
American Home Products (R)
Bristol-Myers (R)
Cambridge Cologne (R)
Campbell's (R)
Chevrolet (R)
Clorox (R)
Columbia Pictures (R)
Duracell (R)
Eastman Kodak (R)
Emery (R)
English Leather (N)
Epson Computers (N)
Eureka (R)
Ford (R)
General Foods (R)
Haggar (N)
Hanes (R)
Honda (R)
JVC (N)
Kellogg's (R)
Kimberly Clark (R)
Legg's (R)
Levi Strauss (R)
Magnavox (R)
Mattel (R)
Maxell (R)
Miller Brewing (R)
Mobile Oil (R)
Nabisco (R)
Nestle (R)
Norelco (R)
Noxell (R)
Papbst Brewing (R)
Pfizer (N)
Phillip Morris (R)
Phillips Petroleum (R)
Pillsbury (R)
Pontiac (R)
Procter & Gamble (R)
Quaker Oats (R)
Radio Shack (N)
Ralston-Purina (R)
Sears (R)
State Farm Insurance (R)
Toyota (R)
Wang (R)
Warner Communications (R)
Warner Lambert (R)
Zenith (R)

WTBS
Actrix Computers (N)
Anheuser-Busch (R)
Beachnut (R)
Digital Computer (N)
Eastman Kodak (R)
Emery (R)
Gallery of Homes (N)
General Mills (R)
K-Tel (R)
Miles Laboratories (R)
Northern Petroleum Chemicals (N)
Procter & Gamble (R)
Quaker Oats (R)
Redman Tobacco (R)
Rubbermaid (N)
Shrade Cutlery (N)
Stroh Brewery (R)
Thompson Medical (R)

R denotes renewal client
N denotes new client
Total advertising clients for December: [1] 76 clients, [2] 80 clients, [3] 98 clients
Source: Advertising clients are provided by the program services for ICR Cable Information Service—a Titsch Communications division

- Warner Amex, Viacom in Milwaukee area partnership
- ESPN's fate in limbo as parent Getty changes hands
- Cablecom gets Chicago SMATV rights, drops lawsuit
- 'TV Guide' winner in Pittsburgh guide switchout

CableVision™

The news and features weekly of the cable television industry

January 23, 1984

1/-0184
C8920-2

CV1FV20814GAR452 4981/1
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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Texas Show '84

San Antonio

PLUS Charren on kids' cable

CableVision January 23, 1984, Volume 9, Number 21

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WPA ABP BPA

San Antonio bound

Some 2,400 cable officials will assemble in San Antonio this week for the Texas Show, first stop on the 1984 trade show circuit; Texas Cable TV Association head Bill Arnold reflects on likely concerns during the event. **Leading the week, pages 17-22.**

First Choice to air ESPN

Canada's First Choice pay network will start showing selected Entertainment and Sports Programming Network events the week of March 1. **Leading the week, pages 17-22.**

Warner to turn over interests

Warner tells the FCC it will turn over its voting interests in Los Angeles and Portland cable systems to American Express to avoid cross-ownership violations in the escalating war with Rupert Murdoch for control of the entertainment conglomerate. **Leading the week, pages 17-22.**

Cablecom drops Chicago suit

Cablecom, a Chicago SMATV operator, drops its suit against the city in exchange for the restoration of its electrical permits needed to provide service. **Leading the week, pages 17-22.**

QUBE switches to 'TV Guide'

Warner Amex's QUBE system in Columbus switches from Maclean Hunter's *Program Guide* to Triangle Publication's *TV Guide*. **Leading the week, pages 17-22.**

Future ownership of ESPN

In the wake of Getty's takeover by Texaco, speculation is focusing on the future ownership of ESPN. **Leading the week, pages 17-22.**

TLC offers business show

The Learning Channel begins weekend business programming in an attempt to fill a void in cable coverage. **Page 26.**

ESPN/'SI' ad sales update

ESPN and *Sports Illustrated* joint ad sales venture has raised the ceiling price in hopes of attracting larger advertisers. **Page 32.**

Tracing promotional dollars

TV Extra's new study shows cable's primary share of promotional dollars goes to marketing new services. **Page 32.**

WVL debuts two-way PPV

Customers can order films and pay for only what they select to view through World Video Library's new offer utilizing a microprocessor/converter box with two-way capability. **Page 67.**

TCI faces franchise revocation

The company has less than a month left to clear up picture quality and service problems before the Richland County Council votes on franchise revocation. **Page 67.**

Quincy seeks must-carry relief

After the FCC brushed aside five attempts by Quincy to obtain a waiver, the company turned to the court in an attempt to overturn the FCC's must-carry rules. **Page 77.**

H.R. 4103 opposition

Many factions have united in a coalition that's gearing up to ensure the bill's defeat. **Page 78.**

About the cover

San Antonio, host city for the 24th annual Texas Show. Photo courtesy of the San Antonio Visitors and Convention Bureau.

This week in PLUS

The audiences are small but important. That's why the three system-level programmers profiled here decided to gear their shows to children. The programming has given the kids something to watch, it's given their parents another reason to subscribe, and it's often educational or community-oriented. One show garnered the programmer an ACE . . . Peggy Charren acknowledges that cable is much better than broadcast when it comes to kids' programming. But better may not be good enough, the Action for Children's Television head says, worrying that ads on cable kidvid may turn the shows into just more Saturday morning fare. What Charren ignores, cable programmers say, is that the ads are a necessary evil if the kids' shows are going to stay in business. **Page 43-66.**

Copyright fees collected from the cable industry since 1980

In last week's *CableVision* (p. 12), the column headers on this chart should have appeared as they do below. We apologize for any confusion that may have resulted.

Year	Total without interest	Total with interest
1980	$20,019,299	$27,340,990
1981	$29,908,842	$35,390,842
1982	$40,249,502	$42,800,000(approx.)
1983 (Jan.-June)	$22,426,356	$22,650,000 (approx.)

Figures supplied by U.S. Copyright Office

H.R. 4103 opposition

Many factions have united in a coalition that's gearing up to ensure the bill's defeat

WASHINGTON—When the National League of Cities met last Thanksgiving, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) sent along an aide with this message: "If you want H.R. 4103 to fail, *you* are going to have to mobilize opposition to it. As much as I dislike the House cable bill, I'm not going to stand on the front lines all by myself."

"We understand that and that's why we're mobilizing," says NLC Legislative Counsel Cynthia Pols. The NLC, the National Federation of Local Cable Programmers, the U.S. Catholic Conference, the American Public Power Association and scores of other consumer, religious and labor groups have met several times this winter in the U.S. Conference of Mayors conference room to hammer out a united position for their coalition against H.R. 4103. Those meetings will culminate in a letter to be delivered to Capitol Hill when Congress reconvenes later this month.

U.S. Conference of Mayors Assistant Executive Director Len Simon calls the coalition an "enhancement" of the same group that has worked for what they consider appropriate cable legislation since 1982. Neither H.R. 4103 nor its Senate counterpart (S. 66), backed by the cable industry, have met with the favor of this group.

The U.S. Conference of Mayors midwinter conference is slated for Jan. 25-27, in Washington. Among the guests: John Dingell, and Rep. John Bryant, author of a substitute cable bill favored by the cities.

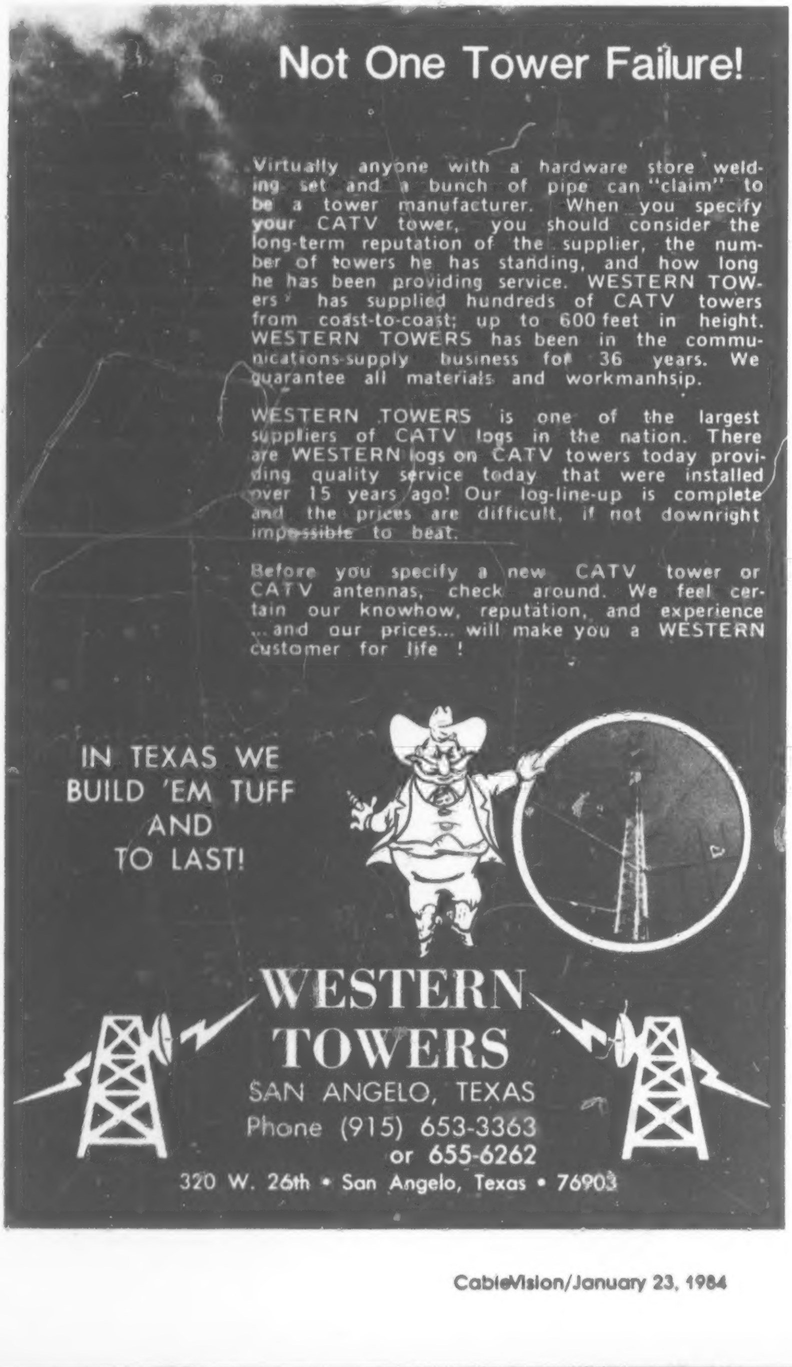
The American Public Power Association, a group of 1,700 publicly owned utilities, is meeting in Washington Feb. 7-8 to discuss various matters, including the cable bill.

Then, the first week of March, the NLC has its annual meeting in Washington, at which Dingell is a featured speaker.

Sue Buske, executive director of the National Federation of Local Cable Programmers, wrote an article that was published in the NFLCP newsletter mailed just before Christmas, urging members to contact legislators before they return to Washington after recess. "We'll continue to do public education work," says Buske.

Sam Simon, head of the Nader-backed telecommunications consumer group TRAC, also is keeping an eye on the bill. Top priorities for Simon are changes in the provisions of H.R.4103 dealing with leased access, pre-emption of local rate regulation, and public, educational and government access to cable channels. "There's a lot of room for discussion," says Simon.

—*Brooke Gladstone*



Not One Tower Failure!

Virtually anyone with a hardware store welding set and a bunch of pipe can "claim" to be a tower manufacturer. When you specify your CATV tower, you should consider the long-term reputation of the supplier, the number of towers he has standing, and how long he has been providing service. WESTERN TOWERS has supplied hundreds of CATV towers from coast-to-coast; up to 600 feet in height. WESTERN TOWERS has been in the communications-supply business for 36 years. We quarantee all materials and workmanhsip.

WESTERN TOWERS is one of the largest suppliers of CATV logs in the nation. There are WESTERN logs on CATV towers today providing quality service today that were installed over 15 years ago! Our log-line-up is complete and the prices are difficult, if not downright impossible to beat.

Before you specify a new CATV tower or CATV antennas, check around. We feel certain our knowhow, reputation, and experience ...and our prices... will make you a WESTERN customer for life !

IN TEXAS WE
BUILD 'EM TUFF
AND
TO LAST!

WESTERN
TOWERS
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Phone (915) 653-3363
or 655-6262
320 W. 26th • San Angelo, Texas • 76903

Cablestats

Film product comparison—January

Albert Finney (Daddy Warbucks) and Aileen Quinn (as the little orphan) from 'Annie.'

Film	Pay Networks					Distributor	Year Released
A Boy Named Charlie Brown		SHO				CBS	1969
A Christmas Carol		SHO*				London Weekend	1951
A Clockwork Orange			(TMC)		C	Warner Bros	1971
The Adventures of the Wilderness Family II		SHO*	TMC			Simcom	1978
Airplane II: The Sequel	HBO	SHO	TMC			Parmount	1983
A Little Sex	(HBO)		TMC*			Universal	1982
The Amateur	HBO		TMC*			20th Century-Fox	1982
Angel of H.E.A.T.					C*	Carolco	N.R.D.
Annie	HBO					Columbia	1982
The Asphalt Cowboy				HTN		Universal	N.R.D.
A Stranger is Watching	(HBO)	(HBO)	TMC			MGM/UA	1982
Author! Author!		(SHO)	(TMC)	(HTN)	C	20th Century-Fox	1982
Barbarosa	(HBO)				C	ITC	1982
The Beastmaster	HBO	SHO	TMC	HTN		MGM/UA	1982
The Beast Within		SHO				MGM/UA	1982
Beloved Enemy		SHO				Samuel Goldwyn Co	1936
Best Friends	HBO	SHO	TMC	HTN	C	Warner Bros	1982
The Best Little Whorehouse in Texas	(HBO)	(SHO)	TMC*			Warner Bros	1982
The Betsy		(SHO)	TMC		(C)	Lorimar	1978
Bilitis: The Loves of a Young Woman					C	Atlantic	1977
Billy Jack	HBO					Warner Bros	1972
Black Jack				HTN		Universal	1972
Blade Runner	(HBO)	SHO	TMC*			Embassy	1982
Blue Fin		SHO				Cinaco	1978
The Blue Lagoon					C	Janus	1980
Body and Soul			(TMC)		C*	Viacom	1981
The Boogens		SHO				Sy Fischer	1981
Brainwaves	HBO		TMC			Atlantic	N.R.D.
Breaking Away		(SHO)	(TMC)	HTN	(C)	20th Century-Fox	1979
The Brothers Karamazov		SHO				MGM/UA	1958
Butterfly		(SHO)	TMC			Par-Par	1981
The Caine Mutiny			TMC		C	Columbia	1954
Cannery Row	HBO	SHO*	(TMC)	(HTN)	(C)	MGM/UA	1982
Carbine Williams		SHO				MGM/UA	1952
Cat People	HBO*	SHO	TMC			Universal	1982
The Challenge	HBO*		(TMC)			CBS	1982
Challenge to be Free		(SHO)	TMC			Simcom	1976
Chariots of Fire	HBO	SHO*	TMC*	(HTN)		Warner Bros	1981
The Chinese Typewriter				HTN*		Universal	N.R.D.
Christmas Lilies of the Field		SHO				Viacom	1979
Clash of the Titans					C*	MGM/UA	1981
Confessions of a Driving Instructor		SHO				Columbia	1975
Confessions of a Pop Performer		SHO*				Columbia	1975
Creepshow	HBO*	SHO*	(TMC)			Warner Bros	1982
Dark Angel		SHO				Samuel Goldwyn Co	1935
Death By Law				HTN		Universal	N.R.D.
The Deep		SHO*			(C)	Columbia	1977
Diary of Richie Brockelman				HTN*		Universal	N.R.D.
Diner	(HBO)	SHO*	TMC*		C	MGM/UA	1982
Dirty Hands		SHO*				Film Gallery	1976
Don's Party		SHO*				Saton	1976
Dot and Santa Claus		SHO*			(C)	Saton	1981
The Dream Never Dies				HTN		IFEX	N.R.D.
Dusty	HBO		(TMC)			Castle Hill	1980
Dying Declaration				HTN		Universal	N.R.D.
Eating Raoul	HBO*	SHO	(TMC)		(C)	20th Century-Fox	1982
The Education of Sonny Carson					C	Atlantic	1974
The End		SHO			C	MGM/UA	1978
Endangered Species	HBO*	(SHO)	(TMC)			MGM/UA	1982
The Evil		SHO				Viacom	1978
Evil Under the Sun	HBO				C*	AFD	1982
The Exorcist	(HBO)	(SHO)	TMC*			Warner Bros	1973
Fast Company					C*	HBO	1953
Find the Lady			TMC			Atlantic	1977
The First Time	(HBO)		TMC*			Film Gallery	1983
Five Fingers				HTN	C	20th Century-Fox	1952
Foolin Around					C	GCC	1980
Forbidden World		SHO				New World	1981
Forced Vengeance	HBO	SHO	TMC			MGM/UA	1982
Forever Darling		SHO*				MGM/UA	1956
Friendly Persuasion			TMC*		C*	Lorimar	1975
From Here to Eternity			TMC		C	Columbia	1953
Garde A Vue			TMC			Fred Baker Films	1981
The Girl Can't Help It			(TMC)	HTN*	C	20th Century-Fox	1956
Go Johnny Go			TMC			Scott Moger	1958
Goodbye Porkpie			(TMC)		C	Samuel Goldwyn Co.	N.R.D.
The Gypsy Warriors				HTN		Universal	N.R.D.
Hanover Street					C*	Columbia	1979
Hard Country					C	ITC	1981
Hit and Run			TMC*			ComWorld	1957
Honey					C	ITA	1930
How To Beat the High Cost of Living	(HBO)		(TMC)		C	Orion	1980
Ice Castles					C	Columbia	1979
I'd Climb the Highest Mountain				HTN	C	20th Century-Fox	1951
If You Could See What I Hear					C	Jensen Farley	1982
I Never Promised You a Rose Garden			(TMC)		C	Viacom	1977
In Praise of Older Women		SHO				Embassy	1978
Intimate Games		SHO				AIP	N.R.D.
The Invincible Mr. Disraeli				HTN		Enter-Tel	N.R.D.
I Ought to Be in Pictures	HBO	SHO*	TMC	(HTN)		20th Century-Fox	1982
Island of Adventure		SHO			(C)	Samuel Goldwyn Co.	N.R.D.
I Wake Up Screaming				HTN	(C)	20th Century-Fox	1941
Jigsaw			TMC			Viacom	1971
Jimmy the Kid					C	New World	1982
Josepha					C	Columbia	N.R.D.
Joy in the Morning		SHO				MGM/UA	1965
The Kid From Brooklyn		SHO			(C)	Samuel Goldwyn Co.	1946
The King of Comedy					C	20th Century-Fox	1983
Kiss Me Goodbye	HBO	SHO	TMC	HTN		20th Century-Fox	1935
Kiss Me Kate		SHO				MGM/UA	1953
Knightrider		SHO				United Film Dist	1981
Lady Chatterly's Lover		SHO			(C)	Viacom	1981
Lady on the Bus		SHO				Atlantic	N.R.D.
Let's Spend the Night Together			TMC		C*	Embassy	1983
Liar's Moon	HBO		(TMC)		(C)	Crown Intl	1981
Lion of the Desert	HBO				(C)	Magnum	1981
The Long Good Friday					C*	Handmade Films	1982
The Long Riders			(TMC)		C*	MGM/UA	1980
Looping		SHO				Viacom	1981
Losin' It	HBO					Embassy	N.R.D.
Love at First Bite		(SHO)	TMC			Viacom	1979
Love Child	(HBO)	SHO*	(TMC)			Warner Bros	1982
Lovely to Look At		SHO				MGM/UA	1952
MacArthur		(SHO)			C	Universal	1977
Madness Within				HTN		Universal	N.R.D.
The Magnificent Dope				HTN*		20th Century-Fox	1942
Malachi's Cove			TMC			Atlantic	1977
The Man From Snowy River	HBO*	SHO*	(TMC)	(HTN)		20th Century-Fox	1983
Man on Fire		SHO				MGM/UA	1957
Margie				HTN		20th Century-Fox	1946
The Mirror Crack'd					C*	AFD	1980
The Mountain Men			TMC			Columbia	1980
The Mystery of the Million Dollar Hockey Puck				HTN		Arkoff International	N.R.D.
Never Let Me Go		SHO				MGM/UA	1953
The Next Man					C*	Lorimar	1976
Night Shift	(HBO)	(SHO)	TMC*			Warner Bros	1982
Nobody's Perfect				HTN*		Columbia	1981
No Highway in the Sky				HTN		20th Century-Fox	1951
On the Waterfront			TMC*	(HTN)	(C)	Columbia	1954
Palms				HTN		Universal	N.R.D.
Partners	HBO					Paramount	1982
People Will Talk			(TMC)	HTN*		20th Century-Fox	1951
Peter No Tail			TMC*			Atlantic	1982
Porky's	(HBO)	SHO*	(TMC)			20th Century-Fox	1982
The Prodigal		SHO				MGM/UA	1955

Cable stats

Film	Pay Networks					Distributor	Year Released
Quest For Fire	HBO	SHO	TMC			20th Century-Fox	1981
Reds	(HBO)	(SHO)	TMC*			Parmount	1981
Richard Pryor—Live in Concert			TMC			Viacom	1979
Rio Conchos					C*	20th Century-Fox	1964
Rocky III	(HBO)		TMC*	(HTN)		Paramount	1982
The Romantic English Woman			TMC			Viacom	1975
Same Time Next Year			TMC*		C*	Universal	1980
Savannah Smiles		SHO				Embassy	N.R.D
The Second Time Around				HTN	C	20th Century-Fox	1961
The Secret of NIMH	HBO	(SHO)	TMC*	(HTN)		MGM/UA	1982
The Seduction			TMC		C*	Embassy	1982
Seven Thieves				HTN*		20th Century-Fox	1960
The Sex Machine		(SHO)			C	Samuel Goldwyn Co	N.R.D
Sharky's Machine		SHO*	(TMC)			Warner Bros	1982
Sherlock Holmes and the House of Fear			TMC			Gutman	N.R.D
Sherlock Holmes and the Voice of Terror			TMC			Gutman	1942
Sherlock Holmes and the Woman in Green			TMC			Gutman	N.R.D
Sherlock Holmes Faces Death			TMC			Gutman	1943
Sherlock Holmes in Washington			TMC			Gutman	1943
Shipwreck	HBO			(HTN)		Warner Bros	1978
Shoot the Moon		SHO	(TMC)			MGM/UA	1982
The Sign of Four	HBO*		TMC*			PSO	1932
Silent Rage					C	MGM/UA	1982
Six Pack	(HBO)			HTN	C*	20th Century-Fox	1982
Six Weeks	HBO					Polygram	1982
Soup for One		SHO				Warner Bros.	1982
Spirit of the Wind		(SHO)		(HTN)	C	Atlantic	1979
Staircase					C	20th Century-Fox	1969
The Sting II		SHO				Universal	N.R.D
St. Jack			TMC			Viacom	1979
Stroker Ace	HBO					Warner Bros.	N.R.D.
Swamp Thing			TMC		(C)	Embassy	1982
Table for Five		SHO				CBS	1983
Take Her, She's Mine				HTN*	(C)	20th Century-Fox	1963
Tempest	HBO*		(TMC)	HTN*	(C)	Columbia	1982
There's No Business Like Show Business					C	20th Century-Fox	1954
Things are Tough All Over	HBO*		(TMC)		(C)	Columbia	1982
The Thirty-Nine Steps	HBO					Int'l. Picture Show Co.	1980
Threshold	HBO	(SHO)	TMC			20th Century-Fox	1982
Thunderbirds 2086 Crusader		SHO				ITC	1980
Thunderbirds 2086 Shock Wave		SHO				ITC	1980
Ticket to Heaven	(HBO)	SHO				MGM/UA	1981
The Towering Inferno					C	20th Century-Fox	1974
Trail of the Pink Panther	(HBO)	(SHO)	TMC*	(HTN)		MGM/UA	1982
Treasures of the Snow	HBO	(SHO)		HTN		Turner Prog. Serv.	N.R.D.
12 Chairs			TMC		(C)	Wrightwood	1970
Valley Girl	HBO	SHO				Atlantic	1983
Victor/Victoria	(HBO)		(TMC)	(HTN)	C	MGM/UA	1982
Washington Affair		SHO				Viacom	1977
Whale of a Tale		SHO				Eastern Media	N.R.D
Whiskey Galore					C	Janus	1949
White Buffalo					C	MGM/UA	1977
White Dog			TMC			Paramount	1983
Wind From the South				HTN		Enter-Tel	N.R.D
Year of Living Dangerously					C	MGM/UA	1982
Yes, Georgio!	HBO*	(SHO)	TMC*	(HTN)		MGM/UA	1982

Cable Network Legend
HBO—Home Box Office
SHO—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

■ Networks in parentheses indicate carriage in August, September, October, November, December and/or January

■ In total, 191 films appear on the January schedules of HBO, Showtime, The Movie Channel, HTN and Cinemax. Of those titles during the last six months (August-January 1984), two films—"Best Friends" and "Cannery Row"—played on all five services. Thirteen films appeared on four of the five networks, 25 on three and 45 on two networks. One-hundred one films are unduplicated.

■ The pay cable release dates occuring most frequently this month are 1981-present with 71. Fifty-seven films have a release date of 1961-1980, 30 from 1941-1960 and 5 from 1920-1940. Twenty-eight films have no release date (N.R.D.)

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 28, followed by 20th Century-Fox with 26 and Columbia with 14.

■ "Best Friends," starring Burt Reynolds and Goldie Hawn, appears on the cover of the HTN program guide, as well as on the HBO/Cinemax guide cover. Also appearing on HBO/Cinemax and the HBO guides is the Broadway movie "Annie." "The Adventures of Robin Hood and the Sorcerer," "Broadway's Talent for Murder," and "Faerie Tale Theater's Goldilocks and the Three Bears" appear on Showtime. Lastly, the madcap comedy "Airplane II the Sequel," the "Funnymen, Music and Mayhem" and the series "Sunday's with Sherlock" make their appearances on the Cinemax program guide.

Major franchise awards—1983

City	Homes	Date	Company
East Multnomah Co., Ore.	80,000	April	Rogers
Milwaukee	253,000	May	Warner Amex
Minneapolis	170,000	August	Rogers (purchased from Storer)
New York (Four unwired boroughs)			
Bronx	432,000	June	Cablevision Systems
Brooklyn	606,000	June	Cablevision Systems
	200,000	June	Warner Amex
Queens	300,000	June	Warner Amex
	265,000	June	ATC
	188,000	June	Queens Inner Unity Cable
Staten Island	190,000	June	Vision Cable
	58,000	June	Cox Cable
Detroit	471,000	July	Barden Communications
East San Fernando, Calif.	166,000	September	United Cable
Los Angeles (south central)	180,000	September	ACCESS
St. Paul, Minn.	111,000	November	Continental Cablevision
Sacremento, Calif.	360,000	November	Cablevision systems

Awards expected January 1984

Chicago		
Preliminary negotiating rights awarded to the following:		
Area I:	300,000	Cablevision Systems
Area II:	217,000	Group W
Area III:	193,000	Group W
Area IV:	226,000	Chicago Cable Communications
Area V:	188,000	Continental Cablevision
Philadelphia	620,000	

Award expected February 1984

St. Louis	178,000

- Warner Amex: more retrenchment, rate hikes
- ESPN sidelines Season Ticket after op outrage
- Cable taping unresolved in High Court ruling
- Hughes vies for share of high-power DBS biz

CableVision

The news and features weekly of the cable television industry

January 30, 1984

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CableVision January 30, 1984, Volume 9, Number 22

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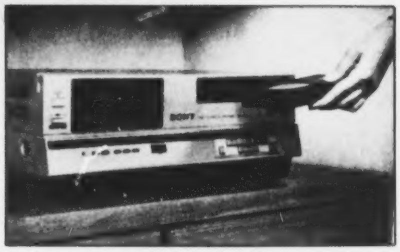


Sony 1, Hollywood 0

The Supreme Court decides in favor of Sony and home-tapers in a landmark case; the battle now shifts to Congress. Meanwhile, Hollywood may initiate a new suit to test the legality of taping cable shows, an issue not addressed in the recent decision. **Leading the week, pages 16-21.**

Warner acquires BHC

Despite protests by Murdoch's News International, Warner Communications goes through with its acquisition of a 42.5 percent interest in BHC, after the FTC signs off on the matter. **Leading the week, pages 16-21.**

Hughes announces DBS plans

Hughes Communications announces plans to get into the high-power DBS sweepstakes, asking FCC approval for two new high-power satellites that would offer a total of 32 channels. **Leading the week, pages 16-21.**

Warner Amex cuts back

Warner Amex Cable Communications continues its cutbacks as officials ask for revisions in franchise requirements in Dallas and higher rates in Cincinatti and its suburbs. Houston and other cities are on the list as well. **Leading the week, pages 16-21.**

Cable/telco arm demise

Warner Communications eliminates a division that was investigating the use of telephone lines to provide upstream capability in cable/telco hybrid two-way interactive applications. The move is being taken as another sign of retrenchment at Warner. **Leading the week, pages 16-21.**

ESPN, Raycom end venture

ESPN and Raycom abruptly end their Season Ticket regional college basketball pay venture after nine games. Major reason for the cessation: court actions this month against systems running the service. **Leading the week, pages 16-21.**

Spotlight end explained

The end of Spotlight was inevitable, according to one executive at the joint venture. But its downfall had little correlation with its popularity or financial success. **Leading the week, pages 16-21.**

Playboy's fate in Canada

First Choice, the current Canadian licensee of Playboy programming has not concluded negotiations past Jan. 31. **Page 24.**

TNN to share campaign results

The Nashville Net's "Countrygram" consumer awareness campaign may bring a lucrative side benefit to GWSC. **Page 26.**

CNI starts N.Y. radio ads

In mid-February, Cable Networks Inc. will launch a $300,000 radio ad campaign to promote 13 systems. **Page 26.**

USCI launches Chicago DBS

USCI's move into the Chicago area occurred ahead of schedule because the initial effort in Indianapolis came in "above target." **Page 43.**

Byers, Commco joining forces

Byers Communications to offer $3.8 million in stock for Commco assets in an agreement expected to be finalized by April. **Page 45.**

Must-carry appeal heard

The U.S. Court of Appeals hears the arguments of Quincy Cable against the FCC's must-carry rules, but the judges were angered that the facts of the case had changed. **Page 48.**

Carribean consortium formed

A new group has formed to help ease the nations of the Carribean Basin into the telecommunications revolution. **Page 48.**

About the cover

ACTS President Dr. Jimmy Allen, who expects to launch his network in May. Photo by Kenneth Beazley.

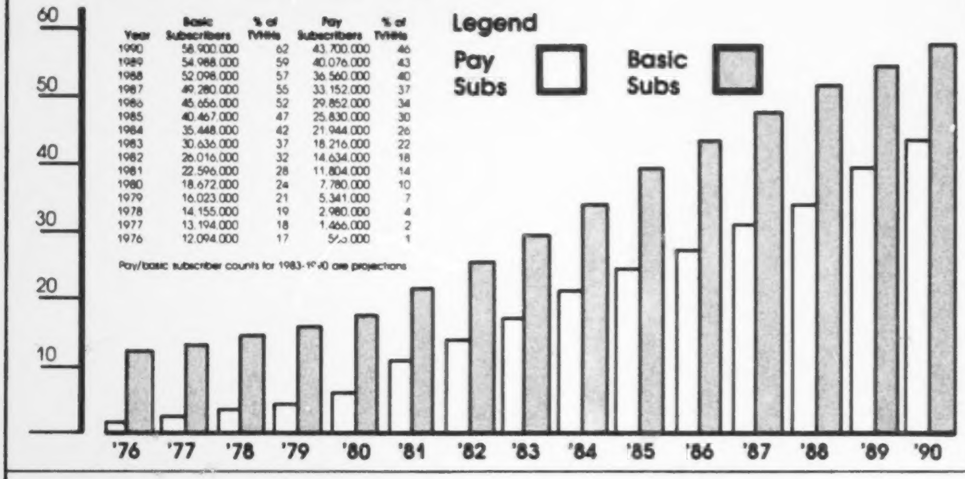
This week in PLUS

The next major satellite network launch looks to be that by the Southern Baptist Convention with ACTS. With 14 million church members and 36,000 churches, the Southern Baptists are the largest Protestant denomination. The network plans to be non-profit but also plans to sell time, following "the PBS model," spokesmen say. And its grassroots marketing plan should help gain subs... Mother Angelica's path to success with Eternal Word Television Network is not one that would work for most. But the Catholic nun, with no knowledge of television, simply decided to put together a network—and did it. And one of the keys to her success is EWTN's unique crusade within the Catholic community to convert its members to cable. Pages 27-42.

Cablestats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,666,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	5[illegible],000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH) 83,300,000
Homes passed by cable (HP) . 52,333,336
Percent of TVHH passed by cable 62.7%
Basic cable subscribers . 29,060,756
Percent of TVHH with basic cable 34.5%
Pay cable subs 17,308,666
Percent of TVHH with pay cable 20.5%
Percent of HP with pay cable 33.1%
Percent of basic subs with pay cable .. 59.6%

Figures are as of Aug. 31, 1983.

Franchising calendar

This chart examines the franchise status of communities since June 1983.

Arizona
Apache Junction—proposals received from DCA Cablevision and Dowden Communications; preliminary award expected 4/84 (6,837 homes)

California
Avalon—proposals received from Catalina Cable TV, T&B Communications and The Western Co.; award expected 3/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—negotiating with KTS Corp. (3,000 homes)
Costa Mesa—negotiating with Copley Colony Cablevision; award expected 2/84 (32,637 homes)
Duarte—consultants reveiwing proposals from Cable TV West Inc. and KTS Corp (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83; (166,000 homes)
East Yolo—RFP issued 10/11/83; proposals due 11/18/83 (10,000 homes)
La Puente—statements of interest being accepted until 1/30/84 (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—proposals received from Joint Cities Cable TV, Video Engineering and United Cable TV; award expected 3/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-Op of Palo Alto; (22,000 homes)
Pico Rivera—negotiating with California Cablesystems; award expected 3/84 (15,500 homes)
Placentia—only proposal submitted by Group W; award expected by 1/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—negotiating with Falcon Communications (11,600 homes)
South Monrovia—RFP re-issued; proposals due 3/84 (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 2/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Connecticut
Windham, Lebanon, Scotland et. al. (cable area 13)—award to Telemedia Company of NE Connecticut 7/21/83 (31,137 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
RFP issued, proposals due 2/16/84 (254,000 homes)

Florida
Fellsmere—proposals received from Private Cable and Sci Ad
Tierre Verde—award to Centel 8/[illegible]/83 (2,000 homes)

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes.) Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes)
Countryside—preliminary award to Cablevision of Chicago. (2,200 homes)
Elmwood Park—drafting RFP (9,500 homes)
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago, final award expected by 2/84 (2,000 homes)
Naperville—award to Centel expected by 12/83 (17,500 homes)
St. Charles, Geneva—negotiating with Centel's award expected 3/84 (10,000 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Wheaton—negotiating with Centel, award expected by 12/83
Winnetka—decision to have cable has been postponed
Woodbridge—proposals received from Multimedia and Continental Cablevision; award expected 1/84 (260 homes)

Indiana
DeMotte—non-exclusive award to both Northeastern Indiana Cablevision and Telecom Services 7/12/83 (800 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diognal—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—drafting RFP (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—preliminary award to Galaxy Cablevision
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—only proposal received from TCI (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—RFP re-issued; proposals due 3/14/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes)
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—RFP issued! proposals due 1/12/84
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—expect RFP issuance 3/84 (43,000 homes)
Dedham—preliminary award to Bay Cable TV
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—RFP issued; proposals due 1/17/84
Hamilton and Wenham—preliminary award to Continental Cablevision (2,300 homes)
Hingham—award to American Cablesystems 7/14/83 (6,323 homes)
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Tele-Communications Inc.; preliminary award expected 1/84 (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—re-starting franchise process (1,200 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperell—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—only proposal submitted to Campbell Communications
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (6,000 homes)
Shirley—RFP issued, proposals due 2/3/84 (1,827 homes)
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Southborough—RFP issued, proposals due 1/19/84
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co.
Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—preliminary award to Nashoba Communications (2,306 homes)
Upton—only proposal received from Worster Cablevision Inc. (1,600 homes)
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams-Russell (5,676 homes)
Wayland—proposals under review (3,500 homes)
West Bridgewater—Continental Cablevision received recommendation (2,000 homes)
Westminster—negotiating with Adams-Russell (1,000 homes)
Weston—RFP issued at proposals due 1/12/84
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—RFP issued

Cable stats

Jerome Township—award to Whitney Cablevision
Lake Orion, Orion Township—statements of interest being accepted until 2/1/84 (7,800 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system, Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—only proposal from Continental Cablevision (29,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—expect RFP to be issued 2/84
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—RFP issued, proposals due 1/11/84
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Burnsville, Eagan—final award to Group W 7/8/83. (12,849 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel. Co. 9/83 (517 homes)
Fisher—award to Ada Cable 7/83 (163 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Janesville—final award to Dowden 7/8/83. (700 homes)
Lewiston—award to TeloCommunications 10/83 (475 homes)
Maple Plain—beginning process (481 homes)
Menahga—award to West Central Tel. Co. 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes)
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel. Co. 10/83 (400 homes)
St. Paul—award to Continental 11/10/83 (111,000 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel. Co. 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconic—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—considering municipal ownership (1,600 homes)

Missouri
St. Louis—proposals from Archway Cablevision, St. Louis City Communications and STC Cablevision Partners, award expected 2/84 (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—proposals received from Harron Communications and New England Cablevision, award expected 4/84 (1,124 homes)
Pelham—negotiating with Harron Communications (2,500 homes)
Sandown—RFP issued, no responses received (800 homes)
Wolfeboro—negotiating with Community TV (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plans municipal ownership, seeking bids for construction 12/83 (55,000 homes)

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)
Mayville—negotiating with U.S. Cable (5,430 homes)
Mt. Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83. Warner Amex—Western Brooklyn, Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island, ATC—areas of Queens, Queens Inner Unity Cable—Southern Queens
North Salem—negotiating with Community Cable Services. (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina
Camden County—drafting RFP
Jackson—statements of interest being accepted (400 homes)
Pamlico County—award to Kountry Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—proposals received from Avon Cable TV and Space Cable of Ohio; award expected 2/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals received from Oberlin Cable Co-Op and Grafton Cable, award expected 2/84 (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—negotiating with Eagle Cable Systems Inc. (400 homes)
Cottage Grove— award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township —preliminary award to Scatcom Cable
Paradise Township—final award to Hanover Cable TV 7/5/83
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems, Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications, Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; new administration waiting for assessment of current proposals (each area 155,000 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—proposals received from Teltran and Southern Cablevision Corp. (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—negotiating with Mid Atlantic Network; award expected 3/84 (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—beginning feasibility study (5,510 homes)
Suffolk—proposals received from First Carolina Communications, Hampton Roads Cablevision, Suffolk Cablevision and Suffolk Cable Communications, awaiting report from consultant 1/84 (16,697 homes)

Washington
Battle Ground—negotiating with Cox Cable Communications, award expected 1/84 (1,000 homes)
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson— award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Iola—award to Dowden Communications 7/83 (385 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
Kenosha—final award to Total TV 7/5/83 (29,500 homes)
New Glarus—negotiating with TeleData Systems, award expected 2/84 (675 homes)
Spring Green, Spring Green Township, Plain, Arena, Lone Rock—award to Kaul-Tronics Inc. 7/27/83 (400 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—Westel withdrew bid, negotiating with Televents (7,500 homes)

Source: ICR, Cable Information Service—a Titsch Communications division

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-N), 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas, FG
4	Philadelphia	City is divided into N,S,E,W-FP, additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	RP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP, 1-BP), Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	RP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: ICR, Cable Information Service—a Titsch Communications division

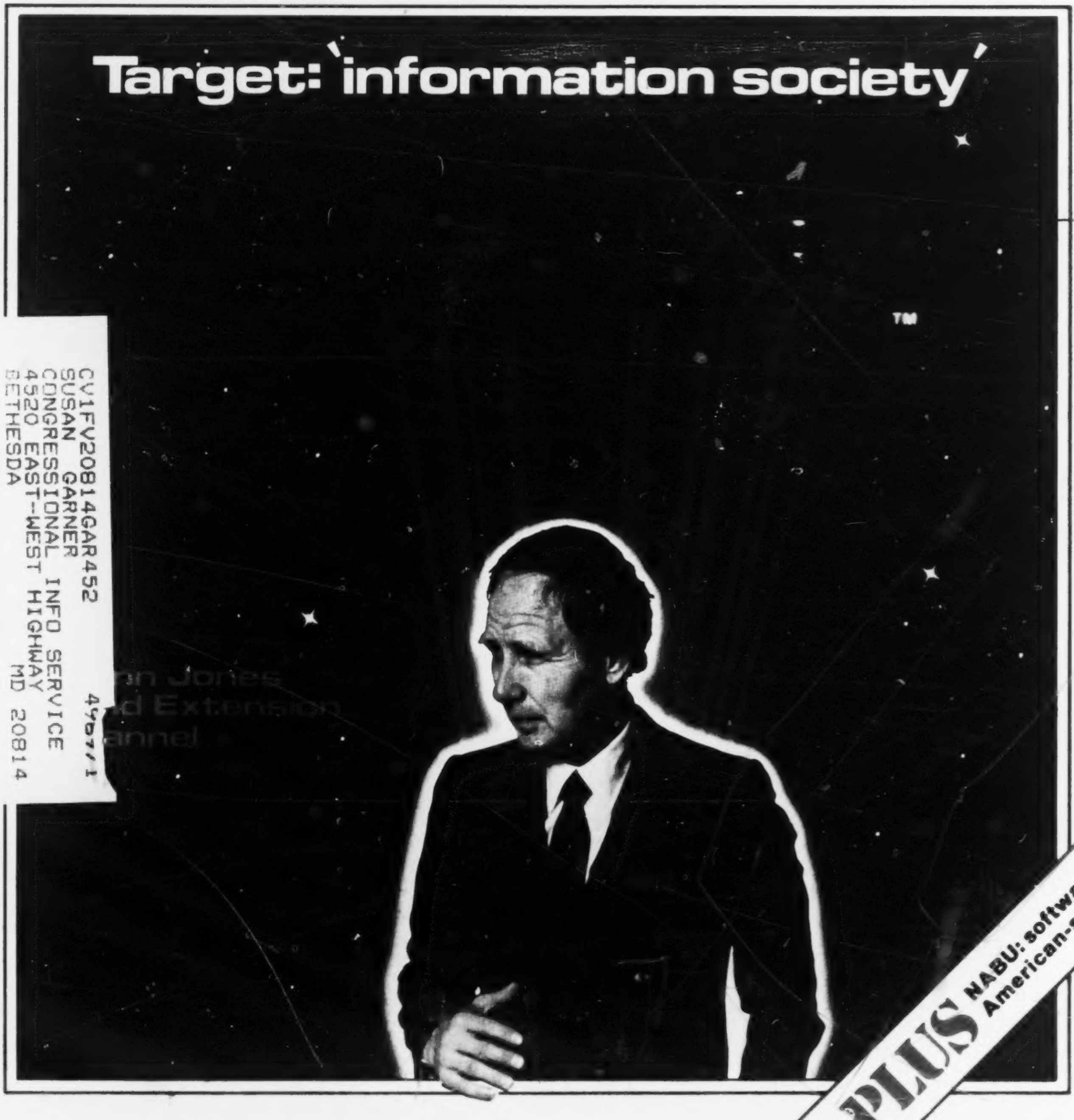
- Lifetime, Arts & Entertainment nets debut
- Philly's new mayor orders new round of bids
- TCI considers polygraph tests at Sunnyvale
- SPN turns five, looks to music video spin-off

CableVision™

The news and features weekly of the cable television industry

February 6, 1984

Target: 'information society'



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CableVision February 6, 1984, Volume 9, Number 23

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WPA ABP BPA

Council for Cable Information President Kathryn Creech addresses commercial testing plan.

Testing CCI commercials

Erickson rolls out tests of CCI's cable image-building commercials in five markets. **Leading the week, pages 15-20.**

Lifetime, A&E debut

Lifetime and Arts and Entertainment reveal their marketing and sales strategies as each new service sets sites on a Feb. 1 launch. **Leading the week, pages 15-20.**

Philly mayor orders new bids

Philadelphia's City Council wins its cable skirmish with the city's administration as newly elected Mayor W. Wilson Goode throws out the current bids and instructs the Council to select the winners in the next round of bidding. **Leading the week, pages 15-20.**

Fourth quarter earnings drop

American Express reported a net loss for the fourth quarter after experiencing larger than expected losses at its 50 percent-owned cable unit. Meanwhile, suppliers including Times-Fiber and C-COR Electronics had depressed earning reports compared with year-before levels. **Leading the week, pages 15-20.**

New slant on VCR ruling

The Supreme Court's decision to uphold the rights of VCR manufacturers and users could help out cable on another front. One cable leader figures that fighting the issue in Congress may keep MPAA President Jack Valenti so busy he won't have time to fight cable on copyright fees. **Leading the week, pages 15-20.**

Five years of SPN

Celebrating its fifth anniversary, as a basic, ad-supported and profitable service, SPN plans to expand in '84. **Page 21.**

'Music Vision' reviewed

CableVision critic Robert DiMatteo takes a look at 'Music Vision', a new, independently syndicated video music show that is targeted to attract an upscale, 18- to 34-year-old audience. **Page 21.**

QUBE data released

Cable research compiled by QUBE was revealed at a recent ARF seminar. **Page 22.**

TCI mulls polygraph tests

Mandatory polygraph tests for all employees could be part of revamped operating procedures at TCI's Sunnyvale unit. **Page 39.**

Condor joins C-COR

C-COR will acquire the assets of Condor for an undisclosed amount in a deal expected to close Feb. 1. **Page 44.**

Cities fund H.R. 4103 fight

Cities and Counties for Cable, a bank account for lobbyists battling H.R. 4103, seeks no glory, just results. But results don't come cheap; it costs up to $20,000 to keep a lobbyist on the job for one month. **Page 45.**

FCC paperwork controversy

The FCC proposes to do away with registration statements required to add a broadcast TV station to program line-up. **Page 45.**

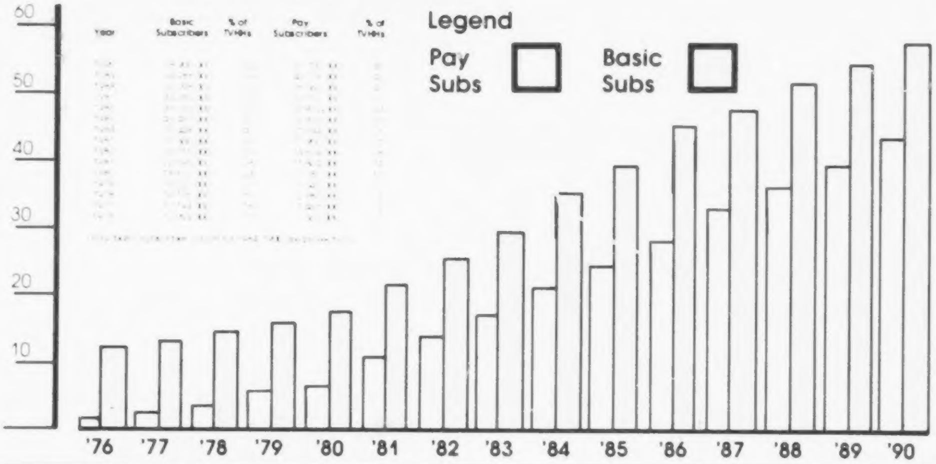
This week in PLUS

The selling of software is one of cable's newest aims. The personal computer market is small but upscale. Software firms don't hope for more than a few percentage points of penetration, but that should be a viable business, they say. One such venture is the NABU Network. The Ottawa-based company has just begun a test in Alexandria, Va. It expects its main market to be "professional software" for personal computers, including Visicalc-type programs and word processing equipment. Also available will be Logo, which will teach people with no computer background to use the machines; informational services, including news and later, hookups with Dow Jones and CompuServ; and games . . . Jones International has also entered the software market with its Mind Extension Channel. The ME Channel plans to offer financial services, electronic mail, educational packages, international databases and home banking. The service will work on a stand-alone basis or through cable. **Pages 23-38.**

Cablestats

Source: ICR, Cable Information Service—a Titsch Communications division

Pay/basic cable growth



Cable barometer

Television households (TVHH)	83,500,000
Homes passed by cable (HP)	53,641,000
Percent of TVHH passed by cable	64.2%
Basic cable subscribers	30,300,000
Percent of TVHH with basic cable	36.3%
Percent of HP with basic cable	56.4%
Pay cable subs	17,900,000
Percent of TVHH with pay cable	21.4%
Percent of HP with pay cable	33.4%
Percent of basic subs with pay cable	59.1%

Figures are as of Dec. 31, 1983

Satellite lineup

Satcom III-R (RCA Americom)	Transponder
ACSN—The Learning Channel	16
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
Cable Jazz Network (audio service)	18
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Storytime (text)	8
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	Transponder
Biznet (Viacom)	15
Bravo (ESPN)	2
Financial News Network (CBS)	2
Home Sports Entertainment Dallas	4
Home Sports Entertainment Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3
Trinity	11

Satcom V—Launched 4th quarter 1982; no cable
Satcom I-R—Launched April 7, 1983; no national programming services
Satcom II-R—Launched Sept. 8, 1983; no cable

Westar IV (Western Union)	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	Transponder
The American Network	10X
AmSat/DCM	7D
ARTS and Entertainment	12D
BET	12X
Cable News Network	4X
CNN Headline News	6D
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Financial News Network	1D
Group W Satellite Corp	7X, 8X, 11D, 12D
Madison Square Garden (Hughes TV Network)	8D
Nashville Network (Group W)	9D
SelecTV (Wold Communications)	3D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	Transponder
Country Music Television	9H
ESPN	7V
ON TV	4V, 5V

Galaxy I (Hughes)	Transponder
C-SPAN	13
The Disney Channel	20
GalaVision (SIN)	20
Group W Broadcasting and Cable	2,8,12,22
HBO	1,3,17,19,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16

Galaxy II—Launched Sept. 22, 1983; 1983; no cable
Galaxy III—Projected launch June 1984; 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984; 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½)
Spacenet II—Projected launch August 1984; 18 transponders 4/6 GHz, 6 transponders 12/14 GHz
Spacenet III—Presently being built

Note: A company name in parentheses following a service or network designates the transponder owner.
*Temporarily lost transponder space
Source: ICR, Cable Information Service—a Titsch Communications division

Cable stats

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc	2,772,600 (10/83)
2	American Television and Communications Corp	2,256,000 (9/83)
3	Group W Cable	1,950,921 (12/83)
4	Cox Cable Communications Inc	1,414,147 (12/83)
5	Storer Cable Communications	1,371,000 (12/83)
6	Warner Amex Cable Communications Inc	1,362,000 (12/83)
7	Times Mirror Cable TV Inc	907,029 (11/83)
8	Newhouse Broadcasting	788,12[illegible] (1/84)
9	Continental Cablevision	748,000 (12/83)
10	Viacom Cablevision	730,318 (1/84)
11	United Cable TV Corp	610,000 (11/83)
12	Sammons Communications Inc	566,929 (10/83)
13	Rogers Cablesystems Inc	487,243 (1/84)
14	TeleCable Corp	388,473 (12/83)
15	Cablevision Systems Development	376,000 (10/83)
16	Heritage Communications Group	367,736 (12/83)
17	Capital Cities Cable Inc	349,892 (12/83)
18	UA Cablesystems Corp	341,300 (1/84)
19	Comcast Cable Communications	336,100 (12/83)
20	General Electric Cablevision	321,216 (12/83)
21	Jones Intercable Inc	285,621 (12/83)
22	Tele-Media	277,450 (12/83)
23	Prime Cable Corp	258,547 (12/83)
24	Wometco Communications	256,390 (10/83)
25	Century Communications Corp	251,179 (12/83)
26	Daniels & Associates Inc	238,000 (11/83)
27	Centel Cable Television Co	235,428 (12/83)
28	Maclean Hunter Cable TV Ltd	229,408 (12/83)
29	Multimedia Cablevision Inc	225,120 (11/83)
30	TCA Group	208,000 (12/83)
31	Service Electric Cable TV Inc	189,500 (1/84)
32	Colony Communications Inc	177,637 (10/83)
33	American Cablesystems Inc	172,000 (12/83)
34	Rollins Cable Vue Inc	159,000 (11/83)
35	Western Communications	146,946 (1/84)
36	Tribune Cable Communications	145,023 (12/83)
37	Cable Vision Industries	144,560 (12/83)
38	Cablentertainment Inc	139,698 (12/83)
39	McDonald Group	139,585 (6/83)
40	Adams-Russell Telecommunications	123,506 (12/83)
41	Harron Communications Corp	120,764 (12/83)
42	Communications Service Inc	120,371 (3/83)
43	Midwest Video Corp	114,615 (12/81)
44	McCaw Communications	114,000 (12/83)
45	Midcontinent Cable Systems[4]	111,571 (1/84)
46	Buckeye Cablevision	110,304 (12/83)
47	Televents Inc	107,443 (12/83)
48	Sutton Capital Group	106,235 (8/83)
49	Adelphia Communications	105,253 (12/83)
50	Falcon Communications	100,000 (12/83)
51	Harris Cable Corp	98,000 (12/83)
52	Communications Systems Inc	94,935 (1/84)
53	Armstrong Utilities	93,090 (12/83)
54	Lenfest Group	87,398 (12/83)
55	Multi-Channel TV Cable Co	84,000 (8/83)
56	Summit Communications	81,277 (11/83)
57	McClatchy Newspapers	80,184 (12/83)
58	King Videocable Co	78,564 (12/83)
59	Total TV Inc	78,000 (11/83)
60	Perry Cable TV Corp	76,943 (12/83)
61	Greater Media	76,551 (10/83)
62	US Cable Corp	75,000 (11/83)
63	National Telecommunications Co	73,755 (9/83)
64	The Essex Group	72,587 (12/83)
65	WEHCO Video Inc	71,951 (12/83)
66	Palmer Communications Inc	70,812 (12/83)
67	Booth Communications	69,500 (11/83)
68	Ultracom Inc	69,382 (1/84)
69	Omega Communications	68,000 (12/83)
70	Acton Corp	67,622 (12/83)
71	Phoenix Communications	61,000 (12/83)
72	Sonic Cable TV	60,603* (7/83)
73	Consolidated Cable Systems	59,865 (9/83)
74	Wabash Cablevision	59,000 (11/83)
75	Pencor Services Inc	58,052 (9/83)
76	Marsh Media	55,185 (12/83)
77	Omni Cable TV Corp	53,927 (11/83)
78	Clear TV Cable Corp	53,387 (7/83)
79	Selkirk Communications	52,200 (1/84)
80	The Daily Press	52,000 (11/83)
81	Susquehanna Broadcasting	49,541 (12/83)
82	Helicon Corp	42,600 (12/83)
83	Matrix Enterprises	41,710 (12/83)
84	Communicom	40,838 (12/83)
85	Donrey Cablevision	40,038 (1/84)
86	Chambers Communications Corp	39,877 (11/83)
87	Simmons Communications	39,638 (11/83)
88	Joseph Gans	38,901 (12/83)
89	United Video Management	37,500 (9/83)
90	National Cablesystems Inc	37,035 (12/83)
91	Combined Cable Corp	37,000 (1/84)
92	Harte-Hanks Communications	36,831 (7/83)
93	Masada Corp	35,260 (12/83)
94	Scripps Howard Cable Services	35,000 (12/83)
95	MultiVision Group	32,321 (12/83)
96	Cable Holding Inc	31,643 (12/83)
97	Wisconsin Cablevision and Radio Co Inc	31,605 (12/83)
98	Southern Cablevision	30,000 (4/83)
99	Mid America Media	28,246 (11/83)
100	United Broadcasting Company	28,000 (11/83)

Note: Subscriber counts were requested as of 12/31/83
Number is an estimate
includes MetroVision, NewChannels, Vision Cable
includes Tar River Communications
includes systems owned and with controlling interest
includes owned and partially owned systems
Source: Subscriber counts are provided by the MSOs for ICR Cable Information Service—a Titsch Communications division

Top 100 systems

Rank	Location	Operator	Basic subs
1	San Diego, Calif	Cox Cable	233,476 (11/83)
2	Woodbury (Long Island), N.Y	Cablevision Systems	220,000 (1/84)
3	Houston, Texas	Warner Amex	184,900 (1/84)
4	Manhattan, N.Y	ATC	181,575 (9/83)
5	San Antonio, Texas	Rogers Cablesystems	166,341 (1/84)
6	East Orange, N.J	Maclean Hunter	156,410 (12/83)
7	Wayne, N.J	UA Cablesystems	127,000 (1/84)
8	Cincinnati area, Ohio	Warner Amex	110,500 (7/83)
9	Audubon, N.J	NYT Cable	110,275 (1/84)
10	Tulsa, Okla	United Cable	109,952 (11/83)
11	Rochester, N.Y	ATC	103,300 (9/83)
12	Baltimore County, Md	Caltec Cablevision	103,211 (12/83)
13	Erie County, N.Y	Prime Cable	102,664 (11/83)
14	San Jose, Calif	Gill Industries	100,300 (11/83)
15	Tidewater (Norfolk), Va	Cox Cable	97,201 (10/83)
16	Austin, Texas	ATC	94,740 (9/83)
17	Honolulu, Hawaii	ATC	92,100 (9/83)
18	Seattle, Wash	Group W Cable	91,200 (10/83)
19	Toledo, Ohio	Buckeye Cablevision	90,439 (1/84)
20	Orlando, Fla	ATC	90,000 (9/83)
21	Jefferson Parish/Kenner, La	Cox Cable	86,666 (10/83)
22	Central Islip, N.Y	Viacom Cablevision	89,312 (10/83)
23	Jacksonville, Fla	ATC	86,450 (9/83)
24	Englewood, Colo	United Cable Corp	85,384 (12/83)
25	Manhattan, N.Y	Group W Cable	85,000 (10/83)
26	Greater San Juan, Puerto Rico	Harris Cable	83,000 (12/83)
27	San Francisco, Calif	Viacom Cablevision	82,769 (1/84)
28	Grand Rapids, Mich	General Electric	78,324 (12/83)
29	Dallas, Tx	Warner Amex	77,200 (12/83)
30	Wilmington, Del	Rollins Cable	77,100 (11/83)
31	San Diego, Calif	ATC	76,550 (9/83)
32	Wichita, Kan	Multimedia Cablevision	76,204 (11/83)
33	Seattle, Wash	Viacom Cablevision	74,484 (1/84)
34	Pittsburgh, Pa	Warner Amex	69,900 (7/83)
35	Richmond/Henrico County, Va	Continental	69,800 (12/83)
36	Flint, Mich	Comcast Cable	69,000 (12/83)
37	South Bend, Ind	Heritage	65,161 (12/83)
38	Baton Rouge, La	Daniels & Associates	64,511 (11/83)
39	Dade/Broward Counties, Fla	Storer	63,000 (12/83)
40	Melbourne, Fla	ATC	63,000 (12/83)
41	Santa Monica, Calif	Group W Cable	62,200 (10/83)
42	Jefferson County, Ky	Storer	62,100 (12/83)
43	Omaha, Neb	Cox Cable	62,095 (10/83)
44	Columbus, Ohio	Warner Amex	62,000 (12/83)
45	Louisville, Ky	Times Mirror	61,432 (11/83)
46	Suburban Tacoma, Wash	Cable TV of Puget Sound	60,651 (11/83)
47	Phoenix, Ariz	Times Mirror	60,579 (11/83)
48	Cleveland Heights, Ohio	Viacom Cablevision	60,560 (10/83)
49	Charlotte, N.C	ATC	60,500 (10/83)
50	Oklahoma City, Okla	Cox Cable	60,430 (12/83)
51	Buffalo, N.Y	Cablescope	60,042 (12/83)
52	Allentown, Pa	Service Electric	60,000 (1/84)
53	Snohomish County, Wash	Viacom Cablevision	59,124 (10/83)
54	St Petersburg, Fla	Group W Cable	59,006 (12/83)
55	Allentown, PA	Twin County Cable	58,500 (8/83)
56	New Orleans, La	Cox Cable	58,462 (9/83)
57	Akron, Ohio	Warner Amex	58,337 (12/83)
58	Pompano Beach, Fla	American Cablesystems	58,000 (1/84)
59	Santa Barbara, Calif	Cox Cable	57,960 (10/83)
60	Boston Complex (Malden), Ma	Warner Amex	57,864 (7/83)
61	Monterey, Calif	Western Communications	56,805 (1/84)
62	Harrisburg, Pa	Sammons	56,793 (1/84)
63	El Paso, Texas	Group W Cable	56,400 (10/83)
64	Indianapolis, Ind	Wabash Cablevision	56,379 (12/83)
65	Kansas City, Mo	ATC	56,225 (9/83)
66	Sarasota, Fla	Storer Cable	55,800 (12/83)
67	Columbus, Ohio	Coaxial Communications	55,000 (12/83)
68	Binghamton, N.Y	NewChannels Corp	53,312 (1/84)
69	Des Moines, Iowa	Heritage	53,078 (12/83)
70	New Britain, Conn	United Cable TV	52,727 (11/83)
71	Hartford, Conn	Times Mirror	52,603 (11/83)
72	Port Arthur, Texas	TCI	52,470 (12/83)
73	New Haven, Conn	Storer	52,163 (12/83)
74	Ft. Lauderdale	Selkirk	51,100 (12/83)
75	Canton, Ohio	Warner Amex	51,086 (12/83)
76	Jackson, Miss	ATC	50,875 (9/83)
77	Las Vegas, Nev	Times Mirror	50,641 (12/83)
78	Westchester County, N.Y	UA Cablesystems	50,000 (1/84)
79	Charleston, S.C	Storer	49,300 (12/83)
80	Escondido/San Diego Cty, CA	Times Mirror	49,702 (11/83)
81	San Rafael/Marin County Calif	Viacom Cablevision	49,500 (12/83)
82	Bridgeport, CT	Cablevision Systems	49,397 (10/83)
83	Shreveport, La	ATC	48,950 (9/83)
84	Chattanooga, Tenn	TeleScripps Cable	48,909 (11/83)
85	Reading, Penn	ATC	48,850 (9/83)
86	Nashville, Tenn	Viacom	48,197 (1/84)
87	Lexington, Kty	Telecable	48,145 (12/83)
88	Chicago Suburbs, Ill	Cablevision System Dev	48,000 (7/83)
89	Medina (Peoria), Ill	General Electric	47,727 (12/83)
90	Albuquerque, N.M	Tribune Cable	47,600 (1/84)
91	Atlanta, Ga	Prime Cable	47,355 (11/83)
92	Moline/Quint Cities, Ill	Cox Cable	46,643 (10/83)
93	Worcester, Mass	Greater Media	46,608 (10/83)
94	Hillsborough, Fla	Group W	46,024 (12/83)
95	Northridge, Calif	Cable America	46,000 (12/83)
96	Winston-Salem, N.C	Summit Communications	45,707 (11/83)
97	Bakersfield/Kern County, Calif	Warner Amex	45,569 (12/83)
98	Eugene, Ore	Group W Cable	45,500 (1/84)
99	Fayetteville, N.C	ATC	45,475 (9/83)
100	Lincoln, Neb	MetroVision	45,452 (12/83)

Subscriber counts were requested as of 12/31/83.
Source: Subscriber counts are provided by the MSOs and individual systems for ICR Cable Information Service—a Titsch Communications division.

PLUS
BUSINESS
The importance of being business oriented

- Home Sports Net pres. exits amid merger talk
- FCC cracks down on plant signal leakages
- New York Times expands cable listings, coverage
- NCTA to cities: 4103 better than the FCC

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CableVision

The news and features weekly of the cable television industry February 13, 1984

TCI's Malone and Sie
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CableVision

The Week in Cable pages 15-22 February 13, 1984, Volume 9, Number 24

CINCINNATI STRIKES BACK?

Incensed by a proposed rate increase, Cincinnati city officials say they plan to take legal action against Warner Amex.

H.R. 4103: CITIES' SAVIOR?

Hurry up and pass the House Cable bill, NCTA warns cities in yet another "white paper" to Congress. "*Without* the legislation," NCTA contends, cities "risk losing all their authority over cable to the FCC."

NEWS AND SPORTS COMBO

Sportschannel and the Washington Post Co., which have previously teamed up in regional sports ventures, reportedly talked merger with Warner Amex' Homes Sports Regional Entertainment Network. Meanwhile, HSE President Joseph Smith has left his post.

THE FCC GETS MORE ACTIVIST

The Federal Communications Commission plans to step up enforcement of its technical rules, especially in the areas of signal leakage and aeronautical frequency use. Up to 95 percent of all cable systems may be in violation of FCC rules.

TIME STILL COMES OUT AHEAD

Sharply rising profits on the video side helped boost Time Inc.'s income last year to $143 million, despite losses on the failed *TV-Cable Week* and an experimental teletext service.

ARBITRON INCREASES COVERAGE

Arbitron Co. now includes cable audience measurement in 125 of its 209 ratings reports as a result of increased viewing to three superstations and five cable networks.

What's in the Sections

PROGRAMMING 24

The elimination of The Washington Post Co.'s Post-Newsweek Video division has resulted in the end of several programs, among them *Working Mother*, originally seen on Daytime and now on Lifetime. However, *Sonya*, another Post-Newsweek Video production, will remain with the broadcast outlet that originally produced the program.

MARKETING/ADVERTISING 26

The monolith of journalism is adapting more to the times. *The New York Times*, owner of the Audubon, N.J., cable system currently ranked number nine of the top systems, has expanded its daily and Sunday cable listings and editorial coverage.

BUSINESS 47

The franchise fellowship in Philadelphia continues with two companies, who were involved in the last round of bidding, indicating their ability to submit new bids for the next round, despite the opposition all bidders face with the city's mayor.

GOVERNMENT & LAW 52

The cable system serving East Lansing, Mich., wants to carry CBN Cable Network, but the city cable commission won't allow it. Both sides of the controversy stand on Constitutional arguments, and the result may by a court case if no agreement is reached this week.

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TCI opens its doors . . .

TCI President John Malone is not one who relishes talking to the cable media, but when he decides it is time to speak out, his candor is one relished by the media. In this extensive interview with Malone, he sets the record straight on a number of his personal and company goals.

. . . and lets in a new employee

In the second story, new TCI employee John Sie talks about his objectives at the largest MSO and how his background complements his new work. Sie, most recently at Showtime as its senior vice president of marketing and affiliates, has had an extensive background in his years in cable.

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operators price us," Jimirro said. "We do best if priced at parity (with other pays), or lower than HBO." Specifically, Jimirro questioned systems that charge several dollars more for TDC than other services, stating: "It's not worth more than $3 or $4 more than HBO (and) it hurts our penetration." However, Jimirro added that "in a way, it's a back-handed compliment" when operators charge a premium price for TDC, because it shows that they think they can get it."

But Jimirro made it clear that pricing policies of certain MSOs—which he declined to name—have hurt TDC in achieving a predicted break-even point of 2 million subscribers. He said TDC should reach that number by the first quarter of next year. It now has 714,000 subscribers.

"We're not trying to be arbitrary. We're simply saying that if we feel that The Disney Channel is being priced in a way in which it affects (the number of) subscribers, it doesn't pay to put substantial (marketing) monies into that marketplace," Jimirro said.

With that in mind, TDC recently began informing MSOs and individual operators that in markets where TDC is not priced at parity with other pays, TDC will not come across with a 50 cents per subscriber one-time launch assistance payment. But he underscored that TDC will still provide training, monthly affiliate kits and other "basic" marketing support items to all affiliates, regardless of their pricing.

"It's intended to solve the problem where HBO is at $9.95 and we're at $12.95," he said. About 10 percent of TDC affiliates are charging too much, he said. He added that any decisions to withhold launch assistance to new affiliates would be made on a case-by-case basis.

—Victor Livingston

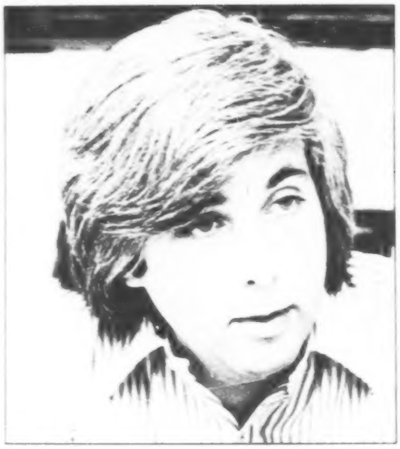
MANHATTAN CABLE SWITCHES TO TVSM

NEW YORK—Manhattan Cable TV will switch from *On Cable* program guide to TVSM's *The Cable Guide* at the expiration of *On Cable*'s present contract on April 1.

Barry Rosenblum, director of marketing and programming for MCTV, said the primary reason was to provide better programming information for its 165,000 subscribers. "We looked at *The Cable Guide* and saw some features that were unavailable in *On Cable*," Rosenblum said. *Cable Guide* also has a three-year contract with Manhattan Cable.

But Peter Funt, editor of *On Cable*, indicated he may continue to circulate his product in some form in Manhattan—with or without the system's support.

Funt said in the three years *On Cable* serviced MCTV subscribers, it had lost $2.2 million. Although *On Cable* submitted a bid to continue its contract, it was too costly a proposition, he said.



On Cable ***Publisher Peter Funt: "It's someone else's turn to swim in the red ink there."***

Funt said *On Cable*, which signed up MCTV as one of its original customers, went into the agreement knowing it would take a loss. Funt said he believed the opportunity to serve Manhattan and be in the New York ADI—and in the middle of the advertising community—was a valuable business move. "We got $2.2 million worth of value from it, but we're not prepared to lose another $2.2 million. . . It's someone else's turn to swim in the red ink there."

TVSM's *The Cable Guide*, which will be distributed. He said he believed he could get at least 10 percent penetration.

Funt said that if *On Cable* were to continue to circulate in Manhattan would change format somewhat and include more editorial coverage.

"We are sufficiently linked to the market and readership and we want to continue to serve them—it might be with the system, or without," Funt said.

—Cecilia Capuzzi

WOLD, NETCOM MAY SELL NEW SERVICES

LOS ANGELES—Despite the fact that the cable industry has seen a continual shrinkage of available program services, there are hints that several more pay and basic services are on the horizon.

According to an executive at the Robert Wold Co., the satellite transponder leasor is currently exploring the possibilities of becoming involved in the start of a new superstation to be available to cable systems. At the same time, another California-based corporation has just leased three transponders from RCA American Communications that will be used for additional cable services.

At press time, further information as to Wold's plans were not available. The decision by Netcom to purchase the RCA transponders will allow it to offer both a pay and basic service, as well as syndicated programming to the broadcast market.

Netcom, a supplier of satellite time to the broadcast networks for the transmission of sports and news feeds, has picked up three more transponders on Satcom 4. The $33 million, five-year deal with RCA, also includes an agreement to supply operators with earth stations.

One of the new transponders is protected, with the other two pre-emptible, for the first two years. Programming will consist of "a full-time narrowcast pay TV service, as well as a new basic service, and syndication feeds."

"We see a blur developing between cable and broadcast TV services," Netcom President William Tillson said. "We want to group all of that type of programming on Satcom 4."

—Eric Taub

CABLE GAINS IN RATINGS

NEW YORK—Three superstations and five cable networks made viewing gains in 1983, qualifying them for inclusion in a total 62 additional Arbitron television ratings reports.

Among the networks which made the most significant gains, WTBS qualified in an additional 23 markets, HBO in an additional 13 and WGN and CBN in an additional 11 (CBN went from one to 12 markets in the last year).

Showtime, qualifying for the first time, met the minimum requirements in one market—San Antonio, Texas.

This brings the total number of Arbitron reports listing cable to 125 out of 209. To be mentioned in the daypart section of the report, each service must achieve 20 percent net weekly circulation or, translated, 20 percent of the television households must record viewing the service for five minutes or more during the survey week.

Below is a listing of the cable services and the number of qualifying markets, comparing 1982 to 1983 results:

Cable Service/ Superstation	Nov. 1982	Nov. 1983	Number of new Qualifying Markets
WTBS	69	92	23
WOR	11	11	—
WGN	13	24	11
HBO	19	32	13
SHO	0	1	1
CBN	1	12	11
CNN	1	2	1
USA	0	2	2

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 11/30
ACSN-The Learning Channel	461	4,100,980	+6.92
ARTS (Hearst/ABC)	2,100	13,000,000	NC
Black Entertainment Television (BET)	275	5,500,000	+2.18
Cable Health Network (CHN)	1,500	15,500,000	+1.16
Cable News Network (CNN)	4,276	25,144,000	+.96
CNN Headline News	861	9,214,000	10.50
C-SPAN America's Network	1,100	14,100,000	NC
CBN Cable Network	4,000	23,000,000	NA
Country Music Television	NA	NA	NA
Daytime (Hearst/ABC)	700	1,000,000	NC
Entertainment & Sports Programming Network (ESPN)	[illegible]	29,300,000	[illegible]
Eternal Word Television Network (EWTN)	110	3,700,000	+4.31
Financial News Network (FNN)	180	14,500,000	+3.44
Modern Satellite Network (MSN)	326	8,741,421	+.80
Music Television (MTV)	2,200	18,400,000	+18.47
The Nashville Network (TNN)	1,443	11,400,000	+1.75
National Christian Network (NCN)	98	1,200,000	19.16
National Jewish Television (NJTV)	147	2,820,916	NC
Nickelodeon	3,000	17,600,000	NC
PTL Satellite Network	867	8,300,000	+.36
Satellite Program Network (SPN)	477	7,848,654	NA
SIN Television Network	[illegible]	[illegible]	NC
Trinity Broadcasting Network	268	1,900,000	NC
USA Network	4,000	21,500,000	NC
Video Concert Hall	NA	4,000,000	NC
The Weather Channel	1,093	11,200,000	NC
WGN	5,068	12,200,000	[illegible]
WOR	836	4,376,836	+.25
WTBS	5,803	28,492,000	+3.41

Pay service

Pay service	Affiliates	Subscribers	% change in subs from 11/30	
Bravo	115	117,000	+1.30	
Cinemax	1,800	2,500,000	NC	[illegible]
The Disney Channel	NA	714,000	+25.[illegible]	
DataVision	580	125,000	NC	[illegible]
Home Box Office (HBO)	5,000	12,500,000	NC	[illegible]
Home Theater Network (HTN)	380	250,000	+.50	
The Movie Channel (TMC)	2,700	2,600,000	NC	
The Playboy Channel	350	427,000	+1.30	
Showtime	2,400	4,700,000	NC	
Spotlight	225	760,000	NC	[illegible]

Audio service

Audio service	Affiliates	Subscribers	% change in subs from 11/30
Cable Jazz Network	NA	NA	NA
The Jazz Network (KKGO)	13	800,000	NC
Lifestyle	154	2,500,000	NC
Lone Sounds	NA	NA	NA
Moody Bible Institute	26	369,580	NC
Nice and Easy	NA	NA	NA
Satellite Jazz Network	13	800,000	NC
Satellite Radio Network	[illegible]	420,000	NC
SPAN	15	125,000	+4
WFMT	169	808,867	.89

Text service

Text service	Affiliates	Subscribers	% change in subs from 11/30
AP News Cable	426	4,400,000	NC
Dow Jones Cable News	153	1,250,000	[illegible]
Electronic Program Guide (EPG)	144	3,617,344	+9.49
Infonet StoryLine	NA	NA	NA
Reuters News View	[illegible]	3,100,000	+14.83
UPI Newstime	NA	NA	NA

Non-satellite-fed national services

Bicycled service

Bicycled service	Affiliates	Subscribers	% change in subs from 11/30	
The Cable Shop	11	200,000	NC	
Fun Network	5	1,149	NC	[illegible]
Nippon Golden Network	4	5,698	[illegible]	
PlayCable	[illegible]	NA	NA	
The Financial Channel	6	5,000	NC	
Video Consumer News	[illegible]	125,000	NA	[illegible]
Video Consumer Shopping Guide	1	[illegible]	NA	[illegible]

Regional entertainment services

Regional service

Regional service	Affiliates	Subscribers	% change in subs from 11/30	
[illegible]		[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Basic service	Affiliates	Subscribers	% change in subs from 11/30
Bay Area Religious Channel (BARC)	1	3,500	NC
Buffalo Sabres Hockey	12	430,000	NC
Festival: The Texas Cable Network	6	341,000	+.06
Home Sports Entertainment (Dallas)	NA	NA	NC
Home Sports Entertainment (Houston)	[illegible]	14,200	NC
Home Sports Entertainment (Pittsburgh)	8	6,000	+13.33
Life Newsroom (Chicago Suburbs)	7	11,200	+1.78
Madison Square Garden	66	1,500,000	NC
Meadows Racing Network	6	102,000	.49
MetroChannels	9	110,000	NC
Newsday Cable	1	201,000	NC
PRISM Philadelphia	89	363,000	+.56
Rutland Superchannel	10	25,000	+6
SportsChannel (New England)	35	48,000	+15.21
SportsChannel (New York)	34	345,000	+4.34
SportsVision	12	15,000	+6.66
Video Music Channel	18	245,000	+57.69
Z Channel	21	99,962	.2

Announced services

Non-satellite-fed service	Expected launch
The Games Network	4/84

Regional service	Expected launch
Box Seat	Summer 1984
Capital Sports	4/84
Pro-Am Sports	4/84
Wisconsin All Sports Network	3/84
Sports Time (Anheuser/Multimedia/TCI)	4/84

Satellite-fed service	Expected launch
Arts Group Network	TBA
The Alpha Network	TBA
American Christian Television Systems (ACTS)	TBA
Apollo Entertainment Television	4th quarter 1984
Arts & Entertainment Channel	2/1/84
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Episcopal TV Network	TBA
Just For Listening	2/84
Kidvid Network	3/84
Lifestyle	2/1/84
Magicable	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Channel	4/84
The Nostalgia Network	TBA
The Program Channel	Late 1984
The Professional Education Network	4/84
The Silent Network	2/84
Star Video Music	3/84
The UN Channel	NA
The Wide Channel	TBA

Note: Subscriber and affiliate counts are as of 12/31/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
[illegible]

National cable advertising

This chart lists national advertising sales by the basic cable networks during January 1984.

BET
Anheuser-Busch (R)
Avon (N)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
Ford (R)
General Mills (R)
Hershey (R)
Home Box Office (R)
J.C. Penney (N)
Kraft (R)
McDonald's (N)
Mobil Oil (R)
Nike (N)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro Line (R)
Quaker Oats (R)
Sears (R)
Thompson Medical (N)
U.S. Marines (R)
Wrigley's (R)

Cable News Network[1]
American Cyanamid (R)
American Homes (R)
AT&T (R)
Bike (N)
Bristol Myers (R)
Campbell Soup (R)
Cheeseborough Ponds (R)
Coca-Cola (R)
Delta Airlines (R)
Dentsu (N)
Dow Jones (R)
Equitable Life (N)
Ford (R)
General Foods (R)
Gulf (R)
Johnson & Johnson (R)
K-Mart (R)
Lorus Watche (N)
National Geographic (R)
Philips Petroleum (R)
Procter & Gamble (R)
Ralston Purina (R)
Sears (R)
Suburu (N)
Toyota (R)
Tums (R)
Warner Lambert (R)

CNN Headline News[2]
Block Drugs (R)
Campbell Soup (R)
Dow Jones (R)
Eastern Airlines (N)
Equitable Life (N)
Florida Tourism (N)
Ford (R)
Franklin Mint (R)
Gulf (R)
Home Box Office (R)
Honda (R)
Matthew Bender (R)
Nabisco (R)
Philips Petroleum (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Smithsonian Magazine (R)
Suburu (N)
Time-Life (R)
Toyota (R)
Urban General (R)
Varco-Pruden (R)
Wausau Insurance (R)
Whirlpool (R)
Wrigley's (R)

CBN Cable Network
American Home Products (R)
Amway (R)
California Research (R)
Dazey (R)
Hanes (R)
Heinz (R)
Interaid (R)
Kellogg's (R)
The Nashville Network (R)
Norcliff-Thayer (N)
Thompson Medical (R)
Time-Life (R)
Welch Foods (R)

Dow Jones Cable News
Charles Schwab (R)

ESPN
American Cyanamid (R)
American Motors (R)
Anheuser-Busch (R)
Briggs & Stratton (N)
CBS Publications (R)
Digital Group (R)
Dow Jones (R)
Duracell (R)
Gainsway Farms (R)
Genesis (N)
Haggar (R)
Home Box Office (R)
KONI Shocks (N)
Michelin (R)
Mobil Oil (R)
Noxell (R)
Owens-Corning (R)
Paramount Pictures (R)
Power of Living (R)
Redwing Shoes (N)
Safeco (N)
Sears (R)
Soloflex (R)
Sperry (N)
Sports Illustrated (R)
State Farm Insurance (R)
Suburu (R)
Vigoro (R)

Financial News Network
AT&T (R)
Business Week (R)
Charles Schwab (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Good Year (N)
Hawaiian American Cruises (R)
International Trading Group (R)
Investment Metals International (R)
Kansas City Board of Trade (N)
Lind Waldock (R)
Merrill Lynch (R)
Meta Group (N)
Monex (R)
Northwest Mutual Life (R)
Northwest Orient Airlines (R)
OTC Review (R)
Paine Webber (R)
Paulson Investment (R)
PDH Information (N)
Prudential Bache (R)
Quick & Reilly (R)
Security Pacific Discount Brokerage (N)
Sperry Corp. (R)
Standard and Poor's (R)
Texas Instruments (N)
Value Line (R)
Wealth Magazine (R)
West Coast Metals (R)
William O'Neil (R)

MSN[3]
Aero Mayflower Transit Company (R)
American College of Surgeons (R)
American Iron & Steel Institute (R)
Anheuser-Busch (R)
Arabian Horse Registry of America (N)
Australian Tourist Commission (R)
Chemical Manufacturers Association (R)
Ciba Pharmaceutical (R)
Cruise Lines International (R)
Delta Queen Steamboat (R)
E.I. DuPont DeNemours (R)
Electronic Industries Association (R)
Gates Learjet (N)
General Motors (R)
Inland Steel (N)
Jet Propulsion Laboratory (R)
Kikkoman (R)
Kraft (R)
Kroger (N)
National Cancer Research (R)
Philip Morris (R)
Revlon (R)
Sun Line Cruises (R)
United Airlines (R)
Upjohn (N)

SIN[4]
Armour Dial (R)
Banfi (R)
Dorsey Labs (R)
Kraft (R)
Johnson & Johnson (R)
McDonald's (R)
Nestle (R)
Texaco (R)

USA Network
Armour Dial (R)
Bardex (N)
Bristol Myers (R)
Campbell Soup (R)
Clorox (R)
Cumberland Packing (R)
Esmark (R)
General Foods (R)
General Motors (N)
Hanes (R)
Heinz (N)
Home Box Office (R)
Hostess (N)
Kellogg's (R)
Levi Strauss (R)
Mattel (R)
Nashville Network (R)
National Coffee Association (R)
Nestle (R)
Noxell (R)
Phillip Morris (R)
Pizza Hut (N)
Quaker Oats (R)
Ralston Purina (R)
Solaflex (N)
State Farm Insurance (N)
Thompson Medical (R)
Warner Lambert (R)
Weight Watchers (R)
Wrigley's (R)

The Weather Channel
Alberto-Culver (R)
American Gas (R)
American Motors (R)
Anco Wiper Blades (R)
Carnation (N)
Champion Spark Plugs (R)
Ford (N)
G.D. Searle (N)
Kellogg's (R)
Lipton (R)
Norelco (N)
Phillips Petroleum (R)
Pillsbury (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Richardson-Vicks (N)
Sterling Drug (R)
Toyota (N)
United Airlines (R)
Warner-Lambert (N)

WTBS
Alaska Department of Tourism (R)
AMC (R)
American Cyanamid (R)
American Homes (R)
Block Drug (R)
Candelits (R)
Chrysler (R)
General Foods (R)
General Mills (R)
Goodyear (R)
Nabisco (R)
National Coffee Association (R)
Procter & Gamble (R)
Ralston Purina (R)
Sears (R)
Starkist (R)
Steak & Ale (R)
Time-Life (R)
Tyco Toys (R)
Warner Communications (R)
Wrigley's (R)

[1] [illegible]
[2] [illegible]
[3] [illegible]

PLUS MARKETING
TV critics:
Will they review cable?

- Tribune's WPIX in NYC: the newest superstation
- Showtime/TMC borrows $150 million from 10 banks
- Galaxy DBS talk from Showtime, Nashville
- AFL-CIO to take its CableLINE net nationwide

CableVision™

The news and features weekly of the cable television industry February 20, 1984

abc
HBO
inema

Who controls the program marketplace?

The battle for pay TV

CableVision

The Week in Cable pages 15-22
February 20, 1984 Volume 9, Number 25

SHOWTIME/TMC'S MONEY DEAL

Showtime The Movie Channel Inc. has entered into a $150 million credit and loan agreement with a group of 10 major banks. The money deal helps pay for that $500 million exclusivity deal with Paramount. Meanwhile, Showtime TMC is actively exploring the residential DBS market.

PLAYCABLE TO TERMINATE

Another programming service bites the dust as PlayCable, Mattel's joint videogame pay service with General, announces it will fold at the end of February. Lack of consumer interest was cited as the cause of its demise.

WPIX TO BECOME SUPERSTATION

New York City's WPIX-TV, owned by The Tribune Co., becomes the industry's newest superstation as of May 1, to be carried by United Video which also transmits Tribune's WGN from Chicago.

NO 'FAIRNESS' FOR CABLE

The Fairness Doctrine and the FCC's other content regulations may be bad for broadcasters, said a panel of experts at a Senate hearing, but they're "absolute nonsense in the context of cable television." Cable operators, newspaper publishers and lawyers made the case for repeal.

COMMITTEE OKS FOUR DEALS

In Chicago, the City Council's Cable Television Committee approves, with amendments, franchise agreements for four of the city's five cable TV areas. The full council is scheduled to vote on the Area 1 agreement.

AFL-CIO TO LAUNCH NEW SERVICE

Satisfied with a recent three-market test of labor-oriented cable programming, the AFL-CIO plans to go ahead with a national cable programming service — with a launch slated for late this year. But the mode of distribution remains a question mark.

What's in the Sections

PROGRAMMING 25

Toronto-based Robert Cooper is one independent producer who has very few complaints about HBO, unlike some of his Hollywood counterparts. Being in the right place at the right time helped Cooper establish a successful relationship with the pay service.

MARKETING/ADVERTISING 26

A Rogers Cablesystem study conducted in Syracuse, N.Y., has found that subscribers are increasing their viewing of the system's satellite services and LO channel.

BUSINESS 43

Over the last year, Cox Cable Communications has renegotiated changes in franchise agreements in three of its major urban markets, including the postponement of two-way interactive services until late 1984 or 1985.

GOVERNMENT & LAW 50

NCTA Chairman Monroe Rifkin, in a special letter sent to *CableVision*, states that the cable industry is close to wit's end in reference to the compromises it has made with the nation's cities. Many of these compromises have become part of H.R. 4103, the House bill now awaiting approval, but still, the cities do not appear satisfied.

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Programmers ponder cable...

Some old and new program producers have mixed feelings about exploring cable programming, but more are interested in at least supplying some form of program to both pay and basic networks for a variety of reasons. Although payment in many cases does not rival broadcast networks, the informality of cable is attractive.

...while TV critics ponder its programming

Television critics writing in the nation's newspapers have several complaints about cable television: They can't critique it all, and unfortunately, in many cases, they can't *even* see it. Cable networks, in order to be more visible, must learn how to reach the critics.

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Film Product Comparison—February

Film	Pay Networks					Distributor
A Song Is Born		ST				Samuel Goldwyn Co
Ada		ST				MGM/UA
The Adventures Of Sherlock Holmes			TMC*			Leo Gutman
The Adventures of the Wilderness Family		(ST)	(TMC)	(HTN)	C	Simcom
The Adventures Of The Wilderness Family, Pt. 2		(ST)	(TMC)	HTN		Simcom
Airplane II: The Sequel	(HBO)	(ST)	TMC*			Paramount
Alice's Restaurant			TMC			MGM/UA
The Amateur	HBO*		(TMC)			20th Century-Fox
The Amazing Mr. Blunden				HTN*		Excel Video
An Officer And A Gentleman	(HBO)	(ST)	TMC*			Paramount
Animalympics		(ST)			C	Film Gallery
Annie	HBO*					Columbia
Author! Author!		(ST)	(TMC)	(HTN)	C*	20th Century-Fox
The Beach Girls			TMC			Crown International
The Beastmaster	HBO*	(ST)	(TMC)	(HTN)		MGM/UA
The Beast Within		(ST)	TMC			MGM/UA
Becket			TMC		(C)	E&M Enterprises
The Betsy			TMC			Lorimar
Bill					C	Alan Enterprises
Billy Jack	HBO*					Warner Bros
Black Emmanuelle					C	20th Century-Fox
Body And Soul			(TMC)		C	Viacom
Brainwaves	HBO*		(TMC)			Atlantic
The Bridge On The River Kwai		ST			C	Columbia
Bugs Bunny's 3rd Movie: 1001 Rabbit Tales		(ST)				Warner Bros
By Design			TMC			Atlantic
The Caine Mutiny		ST	(TMC)		C*	Columbia
Call Me Mister				HTN*		20th Century-Fox
Carnal Knowledge		ST				Embassy
Casey's Shadow					C*	Columbia
Cat People	(HBO)	ST*	(TMC)			Universal
The Catered Affair		ST				MGM/UA
The Compleat Beatles					C	Universal
Conan The Barbarian		ST*	(TMC)			Universal
The Concert For Bangladesh					C	UNICEF
Confessions From Holiday Camp		ST				Columbia
Confessions of a Driving Instructor		ST*				Columbia
Daffy Duck's Movie: Fantastic Island	HBO	ST				Warner Bros
The Day The Earth Stood Still			(TMC)	HTN	C	20th Century-Fox
Dressed To Kill			TMC			Leo Gutman
Dusty	HBO*		(TMC)			Castle Hill
Echoes			TMC			Herbeval
The Eerie Midnight Horror Show		ST				Viacom
Enchantment		ST				Samuel Goldwyn Co
The End		ST*			(C)	MGM/UA
Equus			TMC			MGM/UA
Evil Under the Sun	HBO*				(C)	AFD
The Exorcist	(HBO)	(ST)	(TMC)		C	Warner Bros
Exorcist II: The Heretic		(ST)	(TMC)		C	Warner Bros
Fighting Back	HBO					Paramount
The 500 Pound Jerk				HTN		Universal
Flashdance		ST	TMC			Paramount
Forbidden World		ST*				New World
Forced Vengeance	HBO*	(ST)	(TMC)			MGM/UA
Foxtrot			TMC			Viacom
Freedom					C	HBO
From Here to Eternity			(TMC)		C*	Columbia
Gas	HBO					Paramount
Girl Can't Help It			(TMC)	(HTN)	C*	20th Century-Fox
Goin' South	(HBO)	ST				Paramount
Going In Style			TMC			Warner Bros
Gulliver's Travels		ST				Viacom
Halls of Montezuma				HTN		20th Century-Fox
Hanky Panky				HTN	(C)	Columbia
Hanover Street				HTN	C*	Columbia
Hardcore		ST				Columbia
Hard Country					C*	ITC
The Hearst			TMC			Viacom
Honey					C*	ITA
The Hound Of The Baskervilles			TMC			Leo Gutman
The Hound Of The Baskervilles (different version)	(HBO)	(ST)	TMC*			PSO
How To Beat the High Cost of Living	(HBO)		(TMC)		C*	Orion
I Ought To Be In Pictures	(HBO)	(ST)	(TMC)	HTN*		20th Century-Fox
Ice Castles					C*	Columbia
I'll Cry Tomorrow		ST				MGM/UA
I'm Dancing As Fast As I Can		ST	(TMC)			Paramount
In Love and War				HTN	C	20th Century-Fox
In Praise of Older Women		ST				Embassy
Independence Day	HBO	ST				Warner Bros
International Velvet	HBO		TMC			MGM/UA
Island of Adventure		ST*				Samuel Goldwyn Co
It Started With A Kiss		ST				MGM/UA
The Jackpot				HTN*	(C)	20th Century-Fox
The Jayne Mansfield Story					C	Alan Enterprises
Jeremy			TMC			MGM/UA
Jigsaw			TMC*			Viacom
Jimmy the Kid					C*	New World
Kiss Me Goodbye	HBO*	ST*	(TMC)	(HTN)		20th Century-Fox
Kiss Me Kate		ST*				MGM/UA
Knightrider		ST*				United Film
Lady In Red		ST				Viacom
Lady on the Bus		ST*				Atlantic
Liar's Moon	HBO*		(TMC)		(C)	Crown Intl
The Lincoln Conspiracy			TMC			Viacom
Lion of the Desert	HBO*				(C)	Magnum
Lolita			TMC			MGM/UA
Losin' It	HBO	ST	TMC			Embassy
Lovesick	HBO	ST	TMC			Warmer Bros
Lunch Wagon		ST				Seymour Borde
MacArthur		ST*			(C)	Universal
The Magic Statue				HTN		Universal
Man on Fire		ST*				MGM/UA
Man On A Tightrope				HTN	(C)	20th Century-Fox
Man On The Roof					C	Almi Group
The Man Who Fell To Earth			TMC			Almi Group
The Man With Two Brains	HBO	ST	TMC			Warner Bros
Massacre in Rome	HBO					Andrews & Associates
Mattie The Gooseboy		ST				Viacom
Missing	HBO*		(TMC)	(HTN)		Universal
Monsignor	(HBO)	(ST)	TMC			20th Century-Fox
Mountain Family Robinson			TMC			Simcom
Mr. Magoo in Sherwood Forest			TMC			UPA
The Mudlark				HTN		20th Century-Fox
My Fair Lady			TMC*	(HTN)	(C)	CBS
My Favorite Year	(HBO)	(ST)	TMC*	(HTN)	(C)	MGM/UA
Never Let Me Go		ST*				MGM/UA
Night Shift	(HBO)		(TMC)		C	Warner Bros
1941			TMC		C	Universal
The Odd Job			TMC			Atlantic
Oh, God!			TMC			Warner Bros
Orchestra Wives				HTN		20th Century-Fox
Paradise		ST			C	Embassy
Partners	(HBO)	ST				Paramount
Petticoat Affair				HTN		Universal
Piaf: The Early Years				HTN	(C)	20th Century-Fox
The Pirate Movie			(TMC)	HTN		20th Century-Fox
The Pirates of Penzance	HBO	ST	TMC	HTN		Universal
Playing For Time	HBO					Viacom
Poltergeist	(HBO)		TMC		(C)	MGM/UA
Pretty Maids All In A Row		ST				MGM/UA
Pursuit To Algiers			TMC			Leo Gutman

CABLE STATS

Film	Pay Networks					Distributor
Raintree County		ST				MGM/UA
Rio Conchos				HTN	(C)	20th Century Fox
Rocky III	(HBO)		(TMC)	(HTN)	C	MGM/UA
The Romantic Englishwoman			TMC*			Viacom
The Rutles			TMC		C	20th Century Fox
Saint Jack			TMC			Viacom
Savannah Smiles	HBO	(ST)				Embassy
Scavenger Hunt			TMC			Viacom
Sea Wife				HTN*		20th Century Fox
The Secret Weapon			TMC			Leo Gutman
Seniors					C	ALP Productions
Seven Thieves				(HTN)	C	20th Century Fox
Sheriff And The Satellite Kid			TMC			Embassy
Sherlock Holmes And The House of Fear			TMC*			Leo Gutman
Sherlock Holmes And The Pearl of Death			TMC*			Leo Gutman
Sherlock Holmes And The Scarlet Claw			TMC*			Leo Gutman
Sherlock Holmes And The Spider Woman			TMC*			Leo Gutman
Sherlock Holmes And The Voice of Terror			TMC*			Leo Gutman
Sherlock Holmes And The Woman in Green			TMC*			Leo Gutman
Sherlock Holmes Faces Death			TMC*			Leo Gutman
Sherlock Holmes in Washington			TMC*			Leo Gutman
Shoot the Moon		(ST)	TMC			MGM/UA
The Sign of Four	(HBO)		TMC*			Leo Gutman
Snoopy Come Home			TMC	(HTN)	C	Paramount
Sophie's Choice	(HBO)					ITC
Squeeze Play			TMC			Troma
Star Trek II: The Wrath of Khan	HBO			HTN		Paramount
Stroker Ace	(HBO)	ST	TMC		C	Warner Bros
The Stunt Man			TMC*		(C)	Viacom
Summer Lovers	(HBO)		TMC			Orion
The Sword And The Sorcerer			TMC			Universal
T.A.G.—The Assassination Game	HBO					Viacom
Terror By Night			TMC			Leo Gutman
That Championship Season	(HBO)	ST	TMC			Viacom
There's No Business Like Show Business				HTN		20th Century Fox
Things are Tough All Over	(HBO)		TMC		(C)	Columbia
This Time Forever				(HTN)	C	Thorn EMI
Threshold	HBO*	(ST)	(TMC)			20th Century Fox
Thunderbirds 2086: Crusader		ST*				ITC
Thunderbirds 2086: Star Drive		ST				ITC
Ticket To Heaven	(HBO)	(ST)	TMC			MGM/UA
Treasure Island	HBO*					Warner Bros
Treasure Of The Snow	HBO*			(HTN)		Turner Prog. Serv.
Twilight Time	HBO		TMC	HTN		MGM/UA
200 Motels			TMC			MGM/UA
Used Cars	HBO				(C)	Columbia
Valley Girl	(HBO)	(ST)	TMC			Atlantic
The Verdict	(HBO)	ST*	(TMC)			20th Century Fox
Victor/Victoria	(HBO)	ST	(TMC)	(HTN)	C*	MGM/UA
Waitress!			TMC			Troma
When Willie Comes Marching Home				HTN		20th Century Fox
Whiskey Galore					C*	Janus
Whistle Down The Wind					C	Janus
White Buffalo					C*	MGM/UA
Wild Horse Hank					C	
The Wonder Of It All				HTN		Simcom
The World According To Garp	(HBO)	ST*	(TMC)			Warner Bros
Xtro		ST				Film Gallery
Year of Living Dangerously		ST	(TMC)	HTN	C	MGM/UA
Young Doctors in Love	(HBO)	(ST)	TMC*		C*	ABC
Zapped!			(TMC)		C	Embassy

Cable Network Legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

■ Networks in parentheses indicate carriage in September, October, November or December 1983 and/or January 1984.

■ An asterisk indicates that the film is a carry-over from September, October, November or December 1983 and/or of January 1984.

■ In total, 193 films appear on the February schedules of HBO, Showtime, The Movie Channel, HTN and Cinemax. Of these titles during the last six months (September-December 1983, January 1984), two films (My Favorite Year and Victor/Victoria) have played on all five networks. Eleven titles are on four networks, 29 on three services, and 44 on two of the services. One hundred and seven films are unduplicated.

■ The motion picture distributor with the most titles on pay TV this month is MGM/UA with 28, followed by 20th Century Fox with 25 titles and Viacom with 16 films.

■ Two films, *Flashdance* and *Sophie's Choice*, with last year's Oscar-winning performance by Meryl Streep, dominate this month's program guide covers. *Flashdance*, noted for its break-dance movement and theme song, is pictured on the Showtime and TMC guides. *Sophie's Choice* leads the HBO and HBO/Cinemax guides. Accompanying *Flashdance* on the Showtime guide: The Police's Synchronicity concert special. Also up for HBO/Cinemax: *The Year Of Living Dangerously*, the David Bowie Serious Moonlight special, and Sugar Ray Leonard's comeback fight. HTN gives its cover over to a film that just a year ago debuted simultaneously in theaters and pay-per-view TV: *The Pirates of Penzance*.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc	2,772,600 (10/83)
2	American Television and Communications Corp	2,250,000 (9/83)
3	Group W Cable	1,950,921 (12/83)
4	Cox Cable Communications Inc	1,445,347 (12/83)
5	Storer Cable Communications	1,371,000 (12/83)
6	Warner Amex Cable Communications Inc	1,362,000 (12/83)
7	Times Mirror Cable TV Inc	907,029 (11/83)
8	Newhouse Broadcasting	788,125 (1/84)
9	Continental Cablevision	748,000 (12/83)
10	Viacom Cablevision	730,318 (1/84)
11	United Cable TV Corp	610,000 (11/83)
12	Sammons Communications Inc	566,929 (10/83)
13	Rogers Cablesystems Inc	487,243 (1/84)
14	Cablevision Systems Development	405,000 (12/83)
15	TeleCable Corp	388,473 (12/83)
16	Heritage Communications Group	367,736 (12/83)
17	Capital Cities Cable Inc	349,892 (12/83)
18	UA Cablesystems Corp	341,300 (1/84)
19	Comcast Cable Communications	336,100 (12/83)
20	General Electric Cablevision	321,216 (12/83)

Note: Subscriber counts were requested in mid-January, 1984.
Number is an estimate.
Includes MetroVision, NewChannels, Vision Cable.
Source: Sub counts are provided by the MSOs to Titsch Communications Inc.

Top 20 Systems

Rank	Location	Operator	Basic subs
1	San Diego, Calif.	Cox Cable	235,320 (12/83)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	220,000 (1/84)
3	Houston, Texas	Warner Amex	184,900 (1/84)
4	Manhattan, N.Y.	ATC	181,575 (9/83)
5	San Antonio, Texas	Rogers Cablesystems	166,341 (1/84)
6	East Orange, N.J.	Maclean Hunter	156,410 (12/83)
7	Cincinnati, Ohio	Warner Amex	134,290 (12/83)
8	Wayne, N.J.	UA Cablesystems	127,000 (1/84)
9	Tulsa, Okla.	United Cable	110,809 (12/83)
10	Audubon, N.J.	NYT Cable	110,275 (1/84)
11	Rochester, N.Y.	ATC	103,300 (9/83)
12	Baltimore County, Md.	Caltec Cablevision	103,211 (12/83)
13	Erie County, N.Y.	Prime Cable	102,664 (11/83)
14	San Jose, Calif.	Gill Industries	100,300 (11/83)
15	Tidewater (Norfolk), Va.	Cox Cable	100,000 (12/83)
16	Austin, Texas	ATC	94,740 (9/83)
17	Honolulu, Hawaii	ATC	92,100 (9/83)
18	Seattle, Wash.	Group W Cable	91,200 (10/83)
19	Jefferson Parish/Kenner, LA	Cox Cable	91,126 (12/83)
20	Toledo, OH	Buckeye Cablevision	90,439 (1/84)

Subscriber counts were requested in mid-January, 1984.
Source: Sub counts are provided by the MSOs and individual systems to Titsch Communications Inc.

2/21/84
C8920-2

PLUS BUSINESS
How to avoid install headaches

- Special report: Banker's roundtable
- Three ops get Chicago franchise OK
- MTV, labels talk exclusivity, funding
- CABLEPAC gathers steam for fall votes

CableVision™

The news and features weekly of the cable television industry
February 27, 1984

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CableVision

The Week in Cable pages 15-22

Volume 9, Number 26

CHICAGO CONTRACTS GET NODS

The Chicago City Council on Feb. 15 approved contracts with three cable companies that could bring cable to a small number of residents by the end of this year. Negotiations are still underway for the Area 1 lakefront.

NCTA/NLC RETURN TO TABLE

H.R. 4103 returns to the negotiating table for a new round of talks. None of the old promises hold this time around.

FOCUS ON FRANCHISE FEES

Rep. Tim Wirth suggests pegging cable franchise fees at 4 percent and using some of it for programming. Meanwhile, the FCC begins an investigation of city abuses of franchise fees, sparked by an NCTA survey.

CAPITAL CLOSES CABLE BIDS

Washington closes the bidding on its proposed 60-channel system with only three takers. A U.S. congressman and the local telephone company figure in the franchise competition.

A STEP TOWARDS REVOCATION

The County Council in Richland County S.C., approves a measure to revoke TCI Cablevision's franchise. However, local officials say the council may relent before that ordinance takes effect.

MTV SEEKS VIDEO CLIP FUNDING

MTV has put video clip funding and exclusivity proposals on the table at major record labels, executives in the music industry confirm. But some major labels favor an industry standard.

What's in the Sections

PROGRAMMING 24

Boston's first weeknight newscast transmitted via cable will be available to Cablevision Systems subscribers starting March 7. It is produced by a public access group working with community newspapers writers and college students.

MARKETING/ADVERTISING 26

Billboard ads, according to operators who have used them, are not only effective but economical—and have contributed to increased awareness and subscriber lift. The advantages of billboard advertising are especially apparent in smaller communities.

BUSINESS 67

In a special report, Cablevision News and Features Editor Victor Livingston and Associate Editor Sally Russell talk to four major lending institution representatives in an effort to get a perspective on important lending activity and the value of systems in general.

GOVERNMENT & LAW 76

1984 may be the year that CABLEPAC earns a quarter of a million, says NCTA staff. The reason: Easing the passage of thorny legislation in an election year.

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FNN operates in a thrifty manner. . . .

Don't look for plush offices at Financial News Network's headquarters. FNN may have the word "Network" in its name but it prides itself on not acting like one of the broadcast big three, and functions in a frugal, business-oriented style.

. . . while franchises seek to end installation woes

Installation problems plague many operators around the country. Mishaps vary in seriousness from installers who miss hook-up appointments to incompetents who put holes in roofs. Operators are striving to find workable solutions to subscriber complaints.

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BPA

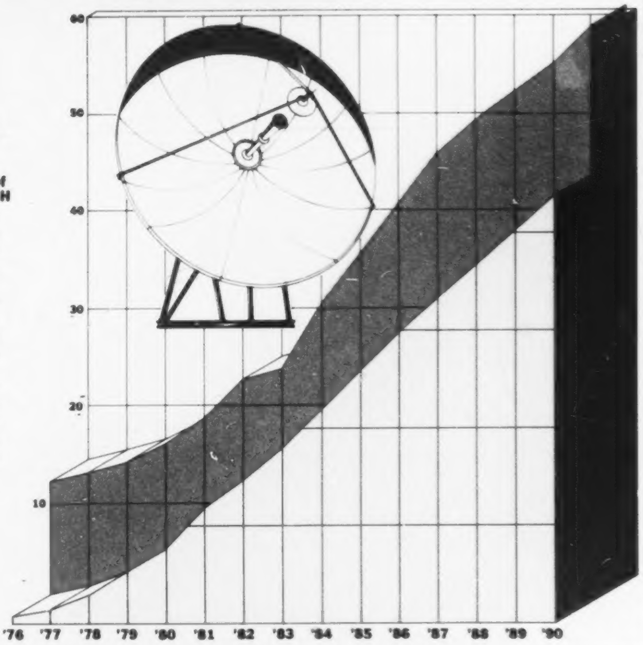
CABLE STATS

Pay/basic cable growth

Legend Pay Subs ■ Basic Subs ☐

Year	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,300,000	36	17,900,000	21
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1984-1900 are projections



Cable barometer

Television households (TVHH)	83,500,000
Homes passed by cable (HP)	53,641,000
Percent of TVHH passed by cable	64.2%
Basic cable subscribers	30,300,000
Percent of TVHH with basic cable	36.3%
Percent of HP with basic cable	56.4%
Pay cable subs	17,900,000
Percent of TVHH with pay cable	21.4%
Percent of HP with pay cable	33.4%
Percent of basic subs with pay cable	59.1%

Figures are as of Dec. 31, 1983

Franchising calendar

This chart examines the franchise status of communities since January 1984.

Arizona
Apache Junction—proposals received from DCA Cablevision and Dowden Communications, preliminary award expected 4/84 (6,837 homes)

California
Avalon—proposals received from Catalina Cable TV, T&B Communications and The Western Co., award expected 3/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—negotiating with KTS Corp. (3,000 homes)
Costa Mesa—negotiating with Copley Colony Cablevision, award expected 3/84 (32,637 homes)
Duarte—consultants reveiwing proposals from KTS Corp., Buena Vista Cable and Public Service Cable (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83 (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—proposals received from Joint Cities Cable TV, Video Engineering and United Cable TV, award expected 3/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto. (22,000 homes)
Pico Rivera—negotiating with California Cablesystems, award expected 3/84 (15,500 homes)
Placentia—only proposal submitted by Group W, award expected by 2/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—negotiating with Falcon Communications (11,600 homes)
South Monrovia—RFP re-issued, proposals due 3/84 (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 2/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
RFP issued, proposals due 2/16/84 (254,000 homes)

Florida
Fellsmere—proposals received from Private Cable and Sci Ad
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes), Area II to Group W (217,000 homes), Area III to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes), Area V to Continental Cablevision (188,000 homes)
Countryside—preliminary award to Cablevision of Chicago. (2,200 homes)
Elmwood Park—drafting RFP (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—negotiating with Centel (17,000 homes)
St. Charles, Geneva—negotiating with Centel's award expected 3/84 (10,000 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Wheaton—negotiating with Centel, award expected by 2/84
Winnetka—decision to have cable has been postponed
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diognol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—drafting RFP (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—preliminary award to Galaxy Cablevision
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—RFP re-issued (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—RFP re-issued, proposals due 3/14/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—proposal submitted by Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—expect RFP issuance 3/84 (43,000 homes)
Dedham—preliminary award to Bay Cable TV
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable
Hamilton and Wenham—preliminary award to Continental Cablevision (2,300 homes)
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc., preliminary award expected 3/84 (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—re-starting franchise process (1,200 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—only proposal submitted by Campbell Communications
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (6,000 homes)
Shirley—RFP deadline extended until 2/26/84 (1,827 homes)
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co.

CABLE STATS

Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—preliminary award to Nashoba Communications (2,306 homes)
Upton—only proposal received from Worster Cablevision Inc. (1,600 homes)
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams-Russell (5,676 homes)
Wayland—proposals under review (3,500 homes)
West Bridgewater—Continental Cablevision received recommendation (2,000 homes)
Westminster—negotiating with Adams-Russell (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative, Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—negotiating with Gerity TV, award expected 5/84
Jerome Township—award to Whitney Cablevision
Lake Orion—proposal submitted by Tribune United, Concord Telecommunications and Multi-Cablevision
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system, Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—only proposal from Continental Cablevision (29,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (1,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—expect RFP to be issued 3/84
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—RFP deadline extended until 2/28/84
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel. Co. 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—beginning process (481 homes)
Menahga—award to West Central Tel. Co. 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes)
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel. Co. 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel. Co. 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—considering municipal ownership (1,600 homes)

Missouri
St. Louis—proposals from St. Lewis City Communications and St. Lewis Cablevision Partners (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—proposals received from Harron Communications and New England Cablevision, award expected 4/84 (1,124 homes)
Pelham—negotiating with Harron Communications (2,500 homes)
Sandown—RFP issued, no responses received (800 homes)
Wolfeboro—negotiating with Community TV (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plans municipal ownership, seeking bids for construction 12/83 (55,000 homes)

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)
Mayville—negotiating with U.S. Cable (5,430 homes)
Mt. Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—negotiating with Community Cable Services (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina
Camden County—drafting RFP
Jackson—statements of interest being accepted (400 homes)
Pamlico County—award to Kountry Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—proposals received from Avon Cable TV and Space Cable of Ohio, award expected 3/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals received from Oberlin Cable Co-Op and Grafton Cable, award expected 2/84 (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—negotiating with Eagle Cable Systems Inc. (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—preliminary award to Scatcom Cable
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; new administration waiting for assessment of current proposals (each area 155,000 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—proposals received from Teltran and Southern Cablevision Corp. (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—negotiating with Mid Atlantic Network, award expected 3/84 (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—beginning feasibility study (5,510 homes)
Suffolk—proposals received from First Carolina Communications, Hampton Roads Cablevision, Suffolk Cablevision and Suffolk Cable Communications, awaiting report from consultant (16,697 homes)

Washington
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with TeleData Systems, award expected 2/84 (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—Westel withdrew bid, negotiating with Televents (7,500 homes)

Source: Titsch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas: FG
4	Philadelphia	City is divided into N,S,E,W-FP; additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	RP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP, 1-BP), Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	RP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titsch Communications Inc.

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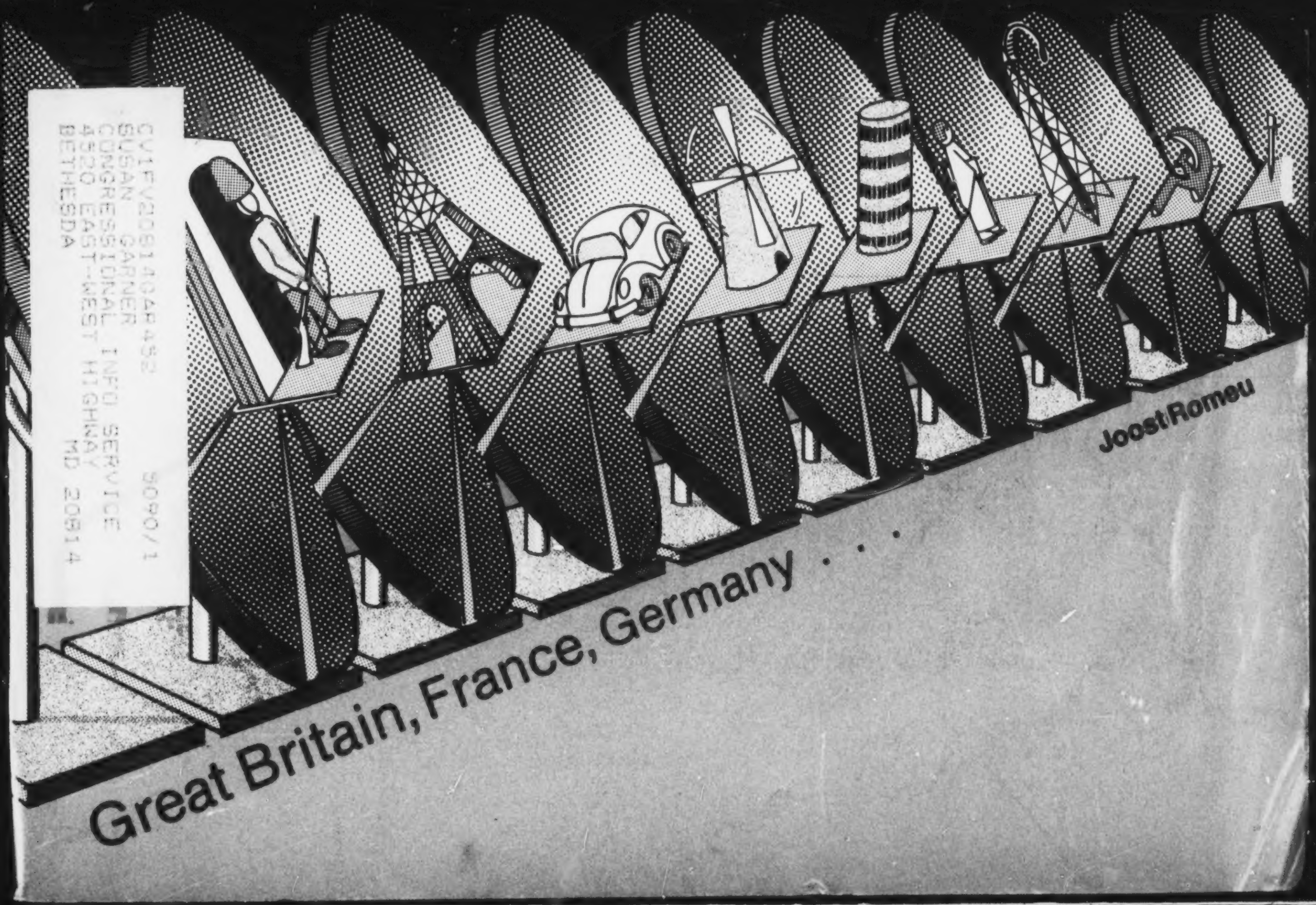
PLUS
MARKETING
Cable growth in the U.K. and Europe

- ■ B'casters talk copyright compromise on Hill
- ■ Pacific Bell mulls PPV deals with ops
- ■ HBO seeking wider home video market
- ■ SCTE talks high tech in Nashville

CableVision™

The news and features weekly of the cable television industry
March 5, 1984

Cable overseas: The new frontier



Great Britain, France, Germany . . .

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CableVision

The Week in Cable, pages 14-20

March 5, 1984, Volume 9, Number 27

COPYRIGHT COMPROMISE BREWS

Broadcasters took some pot shots at bills designed to ease the burden of rising copyright fees on cable, then hinted they'd be willing to compromise, at a House hearing last week.

CALIF. WINS ANTITRUST IMMUNITY

A U.S. district court judge dismissed an antitrust suit brought by an aspiring cable operator against a California town. However, a First Amendment suit is still alive and kicking—an unprecedented case for the industry.

A WINNER IN ST. LOUIS

In St. Louis, STL Cablevision Partners narrowly won the recommendation of the city's cable consultant over St. Louis City Communications.

HBO EXPANDS VIDEO DISTRIBUTION

Time Inc.'s Home Box Office is negotiating with a number of companies to broaden home video distribution of its product.

COLO. FRANCHISE RULE UPHELD

A Feb. 21 Colorado State Supreme Court decision upheld lower court rulings that invalidated a cable franchise granted by the City of Cortez to Community Tele-Communications Inc. The Court ruled that the ordinance granting the franchise is unconstitutional because Cortez did not gain the approval of Cortez voters.

SCTE CABLE-TEC EXPO '84

The SCTE is expecting this year's Cable-Tec Expo to be "a banner expo" for the organization. So far, 1,000 engineers and technicians have registered for the show and the exhibit floor, with 175 booths already reserved, is close to being filled to capacity.

What's in the Sections

PROGRAMMING 25

Busines Times, ESPN's weekday morning news program, is marking the end of its first year this week. Looking ahead, the *Business Times* staff is concerned with fine-tuning their product while aiming for profitability by the end of 1984. Plans for expansion and development of other cable programs are in the works.

MARKETING/ADVERTISING 26

In what is believed to be the first strategy of its kind, Pay-Per-View Associates will deliver an entire pay-per-view event, including decoders, insurance, and all on-air and print advertising at no additional charge to the cable operator. This package is being offered for the April 6 IBF Heavyweight Championship fight between Larry Holmes and John Tate, but only to systems in the Southern California area, in an experiment.

BUSINESS 43

CableEntertainment is slated to complete the acquisition of Atlantic City's Atlantic Coast TV Cable Corp. sometime this spring in the wake of a limited partnership offering it hopes will bring in some $11.7 million in equity. CableEntertainment, which announced plans to acquire the system last year, plans a total system upgrade.

GOVERNMENT & LAW 47

The franchise process, stalled in Palo Alto, Calif., since last fall, will be delayed a bit longer while a U.S. district court ponders whether cable operators have the right to do business without the blessing of local authorities—that is, *without* a franchise.

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Cable operators in the U.K. take a risk. . .

Beginning this March, some cable operators will give up all of their customers in a gamble to get more in return. The reason for this mass exodus is the primitive technological state of the nation's existing cable operation. English investors, too, will take a risk by financing services that will cost over £200 million to construct.

. . .as European cos. gear up for cable's arrival

Perhaps predictably, opinions about the European cable market run the gamut from exuberance to skepticism. Despite volumes of studies, financial models and analyst projections, uncertainty persists about the overseas market. But whether sanguine or cautious, most companies agree that doing business in Europe requires some adaptation.

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BPA

U.K. cable risks

Beginning this March, some cable operators will give up all of their customers in a gamble to get back more in return

By Eric Taub

International

In *The Actor's Nightmare*, a recent off-Broadway play by writer Christopher Durang (*Sister Mary Ignatius*), the main character suddenly finds himself on stage without knowing his lines or even in which play he is acting.

Now imagine the *Cable Operator's Nightmare*. One day the system manager walks into his office to find that he is suddenly left without any subscribers.

That's exactly what is about to happen in Great Britain. Beginning this March, some cable operators will give up all of their customers in a gamble to get even more back in return.

The reason for this mass exodus is the primitive technological state of the nation's existing cable operations. As in the United States, cable developed in Britain solely as a method of improving broadcast reception. But whereas North American cable utilized coaxial cable, England's earliest cable networks use the antiquated twisted-pair technology, with limited four-channel capacity.

And today, those four channels are taken up with the transmission of the four existing broadcast networks: BBC One and Two, a local ITV station (depending on the area, a viewer may see Harlech TV, Granada, or Anglia TV, to name a few), and the newest commercial offering, Channel Four.

But while the channel capacity of cable has remained the same, the country's need for cable to improve reception has decreased.

The government is committed to improving off-air reception, and today provides a large number of transmitters and relay stations throughout the country. Even as few as 200 homes are equipped with a transmitter, according to Frank Hall, the managing director of Visionhire Cable, (one of the nation's largest existing MSOs, with 50 systems and 275,000 current subscribers).

With generally excellent off-air reception, the government has now granted a waiver to the existing, low-channel capacity systems to remove the off-air, former must-carry's from their systems to make room for a package of new basic and pay services that will be available as early as next month.

Consequently, while there are over 2.4 million cable subscribers in the U.K., all of those customers will have to be remarketed once a basic program package is introduced. The situation is further complicated by the age of some of the systems. Some may never offer a basic package, as the state of the system will not warrant an expensive investment in hardware to upgrade it. "I think that the announced conversion of between 1.2 and 1.5 million homes to receive the new channels is an extremely optimistic figure," according to Richard Wolfe, head of Thorn-EMI's basic cable ventures in music and children's programming.

The first to offer U.K. citizens new services will be the nation's largest MSO, Rediffusion. Beginning March 1, Rediffusion will convert up to 16 systems, equivalent to 300,000 homes passed. That number is expected to rise to 500,000 later in the spring, and to 1.3 million by early 1985.

Some of the first systems to offer basic and pay programming include Reading, near London; Plymouth; Middlesborough; Billingham; Southhampton; Brighton; and the Welsh towns of Rhondda and Swansea.

Visionhire, itself partnered with Rediffusion and others in the T.E.N. pay television network, will begin offering a basic package as soon as April, to two yet-to-be-announced systems, passing a total of 120,000 homes. An additional five or six systems will be added in the following months, according to Visionhire's Hall.

Rediffusion will most likely charge one price for a three-channel basic package, and an additional fee for the T.E.N. premium service. Basic will go for £4.90 ($6.86) with the entire package priced at £12.90 ($18.06). Basic service is necessary to receive pay.

Visionhire will charge between £5.50-£7.50 ($7.70-$10.50) for three basic services, and £12-£13 ($16.80-$18.20) for basic and pay.

The upgrading of systems entails the installation of headend equipment, two satellite dishes, and channel converters. As only one pay service will be available on these older systems, Visionhire pay customers will be equipped only with a simple inexpensive converter.

Visionhire's Hall estimates conversion costs to be in the "five figure range" per system. And Rediffusion will be spending 6 million pounds for the conversion of all of its systems, according to a company spokesman.

A host of basic and pay services have been announced in the past few months, with some available today and serving subscribers in smaller markets, while others are gearing up their efforts to coincide with the Rediffusion introduction of basic.

Just last summer, wildly optimistic claims about the availability of program services and the predicted positive consumer reaction to the introduction of cable were being bandied about at British trade association gatherings. But in just the space of a few months, that talk has diminished considerably, according to observers.

As a result, a number of services have looked to the possibility of joining up with other companies that hope to offer the same kind of services. The aim is to lower costs and prevent a potentially fatal shoot-out in a marketplace that more and more players are beginning to realize may have great difficulty in even supporting one service of its kind.

Rediffusion will begin its new expanded operation by offering subscribers Screensport, an all-sports service; Skychannel, a general interest channel featuring off-network programming; and The Music Channel, an MTV-like music service.

In addition, Rediffusion will market T.E.N., the pay service jointly owned by itself, Visionhire, Plessey, Rank, Trident and a grouping of three U.S. motion picture studios: MGM, Paramount, and Universal, through VIP, their existing European distribution joint venture.

HBO and Goldcrest Films are developing their own pay TV service. And Thorn-EMI will market its Premiere pay service sometime in the second quarter of this year, according to Richard Wolfe.

Major cities of the United Kingdom

ABERDEEN
GLASGOW
WARRINGTON
BIRMINGHAM
ROMFORD
BRISTOL
LONDON

While all of the above basic services will be available when Redifussion begins to sell basic, many of the venture's marketing plans remain ill-defined. Rediffusion will hire an additional 1,700 door-to-door salespeople, of which a "significant proportion" will remain as permanent staff. The company will position its new services as providing more and better television, but to date, few concrete strategies have been resolved.

Here is a summary of Britain's announced basic program services, due to go on-line this March:

■ **The Music Channel**—The Yorkshire Television/Virgin Records venture looks to be about to break the precedent set by MTV in the U.S., by agreeing to pay record companies for all the music video clips which it licenses.

"We've always said that we would pay for our video clips. If you don't pay the record companies for their product, then you don't get to program the service," said the venture's managing director, Clive Leach. "I want to provide viewers with the right service. If the clips we use are free, then we won't always get all the product that is potentially available."

The service will offer program fare much like that of MTV, "with a few differences. There will be a little chat, but not below 70 percent music."

Marketing will be done both in conjunction with the local operator and by The Music Channel's co-parent, Yorkshire Television, which will produce promo and demonstration tapes, as well as subscriber-oriented marketing events.

The company also has a ready asset in its association with Virgin Records, through the latter's 100 retail stores. "Traffic in those stores is colossal," Leach said. "We'll be heavily merchandising the service there."

Programming will run five and one-half hours per day, with two additional repeats of the segment daily. Leach expects the audience to be similar to that of MTV's: between 10 and 25 years old.

- **The Music Box**—Executives of this Thorn-EMI MTV-like service are now in discussion about the possibility of joining forces with The Music Channel. Thorn-EMI is currently in a one-year deal to supply three hours of music programming per day to the Skychannel DBS service. If the company does not merge with The Music Channel, it will then offer its own service to the six existing Thorn-EMI cable systems.
- **Skychannel**—The Rupert Murdoch-owned DBS service has been in operation in Europe for the past 18 months, currently reaching 654,000 cable homes in Norway, Finland, Switzerland and France, plus an additional 3,000 hotel rooms.

The company expects most of the service's growth to occur for the short term in Germany and the Netherlands, and is looking for a 2.5 million home reach by the end of this year.

While the service is free to cable operators on the continent, British cable operators will be charged 10 pence (14 cents) per subscriber per month, according to a company spokeswoman.

Programming consists of "general interest" shows, including such American network favorites as *Charlie's Angels*, *Starsky and Hutch*, and *Fantasy Island*, in addition to Australian miniseries.

The company has invested more than 9 million pounds ($12.6 million) in the service to date, and spends between $2,000-$3,000 per hour on programming, which is uplinked via the European ECS-1 satellite, and scrambled using Oak's Orion system.

The service offers five hours of programming per night, but will increase that to six hours in February and eight in April. Six minutes per hour are available for advertising spots, which to date have attracted such multinational advertisers as Coca-Cola, Ford, Kelloggs and Pepsi. Between one and three minutes per hour are currently filled. The service expects to be in the black by 1986.

- **Screensport**—an all-sports service jointly owned by Marketing head Christopher Howland, producer distributor Richard Price, Bob Kennedy, and ABC ESPN. ABC ESPN jointly own approximately 35 percent of the service. In addition, the venture is currently in negotiations with another British company to acquire part ownership.

While football (soccer) remains as the most popular sport in the U.K., English football (soccer) league rights remain in the possession of the BBC. (Britain has two football leagues, the English and the Scottish.)

Consequently, programming will initially consist of a number of historical matches, and events purchased from overseas. Included in the current line-up of the six-hour programming block are boxing, baseball, American football, horse and greyhound racing, as well as historical matches from Wimbledon and the British Open.

The company is also looking to acquire soccer from Germany and Italy, Australian cricket, and Australian rules football.

In addition, a continuous, up-to-the-minute text crawl will keep viewers informed of the latest results of events for which the channel has not secured licensing rights. The company hopes that this tactic will lessen the impact of the absence of those matches. ■

New cable franchises granted in the United Kingdom

Name: Swindon Cable Services
Homes passed: 56,000
Configuration: Tree and Branch, with experimental fiberoptic
Basic channels: 12
Price/Month: $5.60
Cost: $18.2 million

Name: Merseyside Cablevision
Homes passed: 100,000
Configuration: Switch star, with fiberoptic trunk and coaxial drops
Basic channels: 7
Price/Month: $12.60
Cost: $7 million

Name: Ulster Cablevision
Homes passed: 130,000
Configuration: Switch star; fiberoptic main trunk
Basic channels: 12
Price/Month: $11.20
Cost: $7 million

Name: Clyde Cablevision (Scotland)
Homes passed: 114,000 (initially)
Configuration: N.A.
Basic channels: N.A.
Price/Month: $11.20
Cost: N.A.

Name: Rediffusion Guildford
Homes passed: 23,000
Configuration: Switch star
Basic channels: 16
Price/Month: $11.20
Cost: N.A.

Name: Cabletel Communications (EALING)
Homes passed: 100,000
Configuration: Switch star, with fiberoptic to mini-hubs
Basic channels: 13
Price/Month: $14
Cost: $35 million (including construction)

Name: Coventry Cable
Homes passed: 112,000
Configuration: Tree and branch
Basic channels: 14
Price/Month: $8.40
Cost: $5.6 million

Name: Westminster Cable Company (London)
Homes passed: 73,000
Configuration: Fiberoptic trunk, coaxial drops
Basic channels: 20 (in three tiers)
Price/Month: $14

Name: Croydon Cable Ltd.
Homes passed: 114,000
Configuration: Coaxial
Basic channels: 17
Price/Month: $7
Cost: $35 million (including construction)

Name: Windsor Television Ltd. (Windsor, Slough, and Maidenhead)
Homes passed: N.A.
Configuration: Switched star
Basic channels: N.A. (30 channel capacity)
Price/Month: $14
Cost: N.A.

Name: Aberdeen Cable Service, Ltd.
Homes passed: 90,000
Configuration: Coaxial, Hub distribution
Basic channels: 13 (basic)
Price/Month: $9.80
Cost: $4.2 million

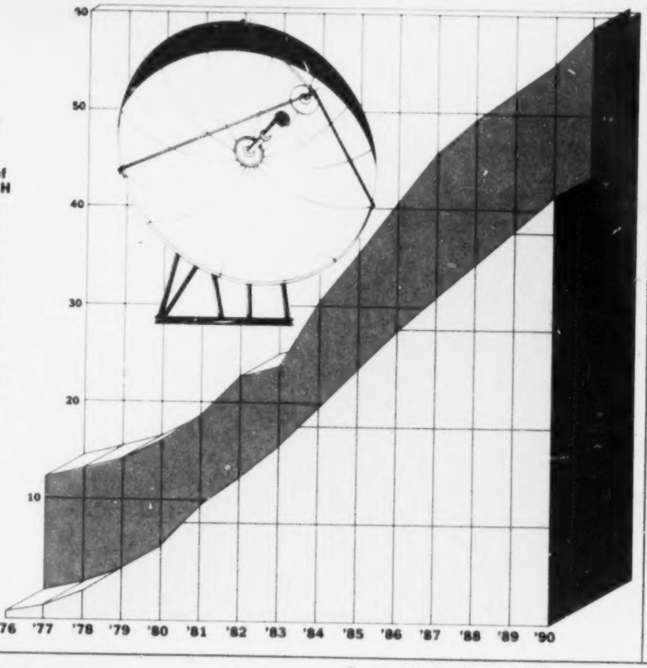
CABLE STATS

Pay/basic cable growth

Legend **Pay Subs** ▨ **Basic Subs** ☐

Year	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,300,000	36	17,900,000	21
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1984-1900 are projections.



Cable barometer

Television households (TVHH)	83,500,000
Homes passed by cable (HP)	53,641,000
Percent of TVHH passed by cable	64.2%
Basic cable subscribers	30,300,000
Percent of TVHH with basic cable	36.3%
Percent of HP with basic cable	56.4%
Pay cable subs	17,900,000
Percent of TVHH with pay cable	21.4%
Percent of HP with pay cable	33.4%
Percent of basic subs with pay cable	59.1%

Figures are as of Dec. 31, 1983

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	18
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Showtime/The Movie Channel	5
Storytime (text)	8
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
SCAN	3
SPN	3
Trinity	17

Satcom V—Launched 4th quarter 1982, no cable
Satcom I-R—Launched April 7, 1983, no national programming services
Satcom II-R—Launched Sept. 8, 1983, no cable

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
The American Network	10X
AmSat DCM	7D
ARTS and Entertainment	12D
BET	12X
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Financial News Network	1D
Group W Satellite Corp.	7X, 8X, 11D, 12D
Madison Square Garden (Hughes TV Network)	8D
Nashville Network (Group W)	9D
National Jewish Television	12X
SelecTV (Wold Communications)	3D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	4V, 5V
The Silent Network	9H

Galaxy I (Hughes)	**Transponder**
C-SPAN	13
The Disney Channel	20
GalaVision (SIN)	20
Group W Broadcasting and Cable	2,8,12,22
HBO	1,3,17,19,21,23
Showtime/The Movie Channel	14
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16
WOR-TV	15

Note: A company name in parenthesis following a service or network designates the transponder owner.

Source: Titsch Communications Inc.

CABLE STATS

Top 100 MSOs

Rank	Multiple System operator	Basic subs
1	Tele-Communications Inc[1]	2,772,600 (10/83)
2	American Television and Communications Corp	2,400,000 (12/83)
3	Group W Cable	1,950,921 (12/83)
4	Cox Cable Communications Inc	1,457,914 (1/84)
5	Storer Cable Communications	1,371,000 (12/83)
6	Warner Amex Cable Communications Inc	1,362,000 (12/83)
7	Times Mirror Cable TV Inc	928,110 (1/84)
8	Newhouse Broadcasting[2]	788,125 (1/84)
9	Continental Cablevision	748,000 (12/83)
10	Viacom Cablevision	736,305 (1/84)
11	United Cable Television Corp	620,000 (12/83)
12	Sammons Communications, Inc	581,600 (1/84)
13	Rogers Cablesystems, Inc	495,470 (1/84)
14	Cablevision Systems Development	405,000 (12/83)
15	TeleCable Corporation	388,473 (12/83)
16	Heritage Communications Group	370,154 (1/84)
17	Capital Cities Cable Inc	351,118 (1/84)
18	Comcast Cable Communications	345,000 (1/84)
19	UA Cablesystems Corp	341,000 (1/84)
20	General Electric Cablevision	322,600 (1/84)
21	Jones Intercable Inc	286,102 (1/84)
22	Tele-Media	277,450 (12/83)
23	Century Communications Corp	270,000 (1/84)
24	Prime Cable Corporation	261,570 (1/84)
25	Wometco Cable TV Inc	256,390 (10/83)
26	Multimedia Cablevision, Inc[3]	253,400 (1/84)
27	TCA Group	235,204 (1/84)
28	Centel Cable Television Co	235,100 (12/83)
29	Daniels & Associates Inc	231,364 (1/84)
30	Maclean Hunter Cable TV Ltd	229,408 (12/83)
31	Service Electric Cable TV Inc	189,500 (1/84)
32	Colony Communications Inc	177,015 (1/84)
33	American Cablesystems Corp	172,000 (12/83)
34	Rollins, Inc	167,000 (1/84)
35	Tribune Cable Communications	147,822 (1/84)
36	Western Communications	146,946 (1/84)
37	Cable Vision Industries	144,672 (1/84)
38	Cablentertainment, Inc	139,698 (12/83)
39	McDonald Group	139,585 (6/83)
40	Adams-Russell Communications	123,506 (12/83)
41	Harron Communications Corporation	121,066 (1/84)
42	Communications Service, Inc	120,371 (3/83)
43	Midwest Video Corp	114,615 (12/81)
44	McCaw Communications	114,000 (12/83)
45	Midcontinent Cable Systems Company[4]	111,571 (1/84)
46	Buckeye Cablevision	110,743 (1/84)
47	Televents Inc	107,443 (12/83)
48	Sutton Capital Group[5]	106,235 (8/83)
49	Adelphia Communications	105,643 (1/84)
50	Falcon Communications	100,000 (12/83)
51	Harris Cable Corporation	98,000 (12/83)
52	Communications Systems, Inc	94,935 (1/84)
53	Armstrong Utilities	93,090 (12/83)
54	Multi-Channel TV Cable Company	87,472 (12/83)
55	Lenfest Group	87,398 (12/83)
56	Total TV Inc	87,384 (1/84)
57	Summit Communications	85,176 (1/84)
58	McClatchy Newspapers	80,184 (12/83)
59	King Videocable Co	78,564 (12/83)
60	Perry Cable TV Corporation	76,943 (12/83)
61	National Telecommunications Corp	76,655 (12/83)
62	Greater Media	76,551 (10/83)
63	US Cable Corp	75,000 (11/83)
64	The Essex Group	72,587 (1/84)
65	WEHCO Video Inc	71,951 (12/83)
66	Palmer Communications, Inc	70,812 (12/83)
67	Booth Communications Company	69,500 (11/83)
68	Ultracom Inc	69,382 (1/84)
69	Omega Communications	68,000 (12/83)
70	Acton Corp	67,622 (12/83)
71	Sonic Cable TV	62,949 (1/84)
72	Phoenix Communications	61,000 (12/83)
73	Consolidated Cable Systems	59,865 (9/83)
74	Wabash Cablevision	59,000 (11/83)
75	Pencor Services, Inc	58,430 (12/83)
76	Marsh Media	55,185 (12/83)
77	Omni Cable TV Corp	53,927 (11/83)
78	Clear TV Cable Corporation	53,387 (7/83)
79	Selkirk Communications	52,200 (1/84)
80	The Daily Press	52,000 (11/83)
81	Susquehanna Broadcasting	49,541 (12/83)
82	Helicon Corporation	42,600 (12/83)
83	Communicom	42,444 (1/84)
84	Matrix Enterprises	41,710 (12/83)
85	Chambers Communications Corp	40,631 (1/84)
86	Simmons Communications	40,440 (1/84)
87	Donrey Cablevision	40,038 (1/84)
88	Joseph Gans	38,901 (12/83)
89	National Cablesystems Inc	37,035 (12/83)
90	Combined Cable Corporation	37,000 (1/84)
91	Harte-Hanks Communications	36,831 (7/83)
92	Masada Corporation	35,260 (12/83)
93	Scripps Howard Cable Services Company	35,000 (12/83)
94	New England Cablevision, Inc	33,498 (1/84)
95	MultiVision	32,614 (1/84)
96	Cable Holdings, Inc	31,643 (12/83)
97	Wisconsin Cablevision and Radio Co Inc	31,605 (12/83)
98	Southern Cablevision	30,000 (4/83)
99	United Video Management	29,760 (12/83)
100	Mid America Media	29,285 (1/84)

1 Number is an estimate
2 Includes MetroVision, NewChannels, Vision Cable
3 Includes Tar River Communications
4 Includes systems owned and with controlling interest
5 Includes owned and partially owned systems
Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs
1	San Diego, CA	Cox Cable	238,163 (1/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000 (1/84)
3	Manhattan, NY	ATC	187,900 (12/83)
4	Houston, TX	Warner Amex	184,900 (1/84)
5	Florida Division[1]	ATC	179,800 (12/83)
6	San Antonio, TX	Rogers Cablesystems	166,341 (1/84)
7	East Orange, NJ	Maclean Hunter	156,410 (12/83)
8	Cincinnati area, OH	Warner Amex	134,290 (12/83)
9	Wayne, NJ	UA Cablesystems	127,000 (1/84)
10	Tulsa, OK	United Cable	110,809 (12/83)
11	Audubon, NJ	NYT Cable	110,275 (1/84)
12	Rochester, NY	ATC	108,600 (12/83)
13	Erie County, NY	Prime Cable Corp	104,445 (1/84)
14	Baltimore County, MD	Caltec Cablevision	103,211 (12/83)
15	Tidewater (Norfolk), VA	Cox Cable	100,409 (1/84)
16	San Jose, CA	Gill Industries	100,300 (11/83)
17	Austin, TX	ATC	98,900 (12/83)
18	Honolulu, HI	ATC	97,100 (12/83)
19	Memphis, TN	ATC	94,300 (12/83)
20	Seattle, WA	Group W Cable	92,623 (12/83)
21	Central Islip, NY	Viacom Cablevision	92,529 (1/84)
22	Jefferson Parish/Kenner, LA	Cox Cable	91,530 (1/84)
23	Jacksonville, FL	Continental	90,500 (12/83)
24	Toledo, OH	Buckeye Cablevision	90,439 (1/84)
25	Manhattan, NY	Group W Cable	86,362 (12/83)
26	Englewood, CO	United Cable	85,384 (12/83)
27	San Francisco, CA	Viacom Cablevision	83,660 (1/84)
28	Greater San Juan, PR	Harris Cable	83,000 (12/83)
29	Grand Rapids, MI	General Electric	79,100 (1/84)
30	San Diego, CA	ATC	78,900 (12/83)
31	Wilmington, DE	Rollins Cable	78,600 (1/84)
32	Wichita, KA	Multimedia Cablevision	77,611 (12/83)
33	Dallas, TX	Warner Amex	76,059 (12/83)
34	Seattle, WA	Viacom Cablevision	74,793 (1/84)
35	Pittsburgh, PA	Warner Amex	72,045 (12/83)
36	Flint, MI	Comcast Cable	69,000 (1/84)
37	Richmond/Henrico County, VA	Continental	66,394 (1/84)
38	Phoenix, AZ	Times Mirror	65,709 (1/84)
39	South Bend, IN	Heritage	65,082 (1/84)
40	Omaha, NE	Cox Cable	64,949 (1/84)
41	Charlotte, N.C	ATC	64,600 (12/83)
42	Cleveland Heights, OH	Viacom Cablevision	64,208 (1/84)
43	New Orleans, LA	Cox Cable	64,132 (1/84)
44	Baton Rouge, LA	Daniels & Associates	63,916 (1/84)
45	Suburban Tacoma, WA	Cable TV of Puget Sound	63,406 (1/84)
46	Louisville, KY	Times Mirror	63,213 (1/84)
47	Broward County, FL	Storer	63,000 (12/83)
48	Columbus, OH	Warner Amex	62,523 (12/83)
49	Santa Monica, CA	Group W Cable	62,000 (10/83)
50	Jefferson County, KY	Storer	62,100 (12/83)
51	Oklahoma City, OK	Cox Cable	61,155 (1/84)
52	Buffalo, NY	Cablescope	60,439 (1/84)
53	El Paso, TX	Group W Cable	60,198 (12/83)
54	Allentown, PA	Service Electric	60,000 (1/84)
55	Santa Barbara, CA	Cox Cable	59,352 (1/84)
56	Kansas City, MO	ATC	59,100 (12/83)
57	St Petersburg, FL	Group W Cable	59,006 (12/83)
58	Snohomish County, WA	Viacom Cablevision	58,688 (1/84)
59	Allentown, PA	Twin County Cable	58,500 (8/83)
60	Akron, OH	Warner Amex	58,339 (12/83)
61	Pompano Beach, FL	American Cablesystems	58,000 (1/84)
62	Boston Complex (Malden), MA	Warner Amex	57,864 (7/83)
63	Monterey, CA	Western Communications	56,805 (1/84)
64	Harrisburg, PA	Sammons	56,793 (1/84)
65	Sarasota, FL	Storer Cable	55,800 (12/83)
66	Chicago Suburbs, IL	Cablevision System	55,000 (1/84)
67	New Britain, CT	United Cable	54,708 (12/83)
68	Hartford, CT	Times Mirror	54,526 (1/84)
69	Columbus, OH	Coaxial Communications	54,300 (1/84)
70	Des Moines, IA	Heritage Communications	53,437 (1/84)
71	Binghamton, NY	New Channels Corp	53,401 (1/84)
72	Ft Lauderdale, FL	Selkirk Communications	52,667 (1/84)
73	Port Arthur, TX	TCI	52,470 (12/83)
74	Indianapolis, IN	Wabash Cablevision	52,200 (12/83)
75	New Haven, CT	Storer	52,163 (12/83)
76	Las Vegas, NV	Times Mirror	52,130 (1/84)
77	Shreveport, LA	ATC	51,400 (12/83)
78	Bridgeport, CT	Cablevision Systems	51,160 (1/84)
79	Canton, OH	Warner Amex	51,086 (12/83)
80	Jackson, MS	ATC	50,700 (12/83)
81	Escondido/San Diego Cty., CA	Times Mirror	50,225 (1/84)
82	Westchester County, NY	UA Cablesystems	50,000 (1/84)
83	Reading, PA	ATC	50,000 (12/83)
84	San Rafael/Marin County, CA	Viacom Cablevision	49,897 (1/84)
85	Charleston, SC	Storer	49,800 (12/83)
86	Nashville, TN	Viacom	49,640 (1/84)
87	Chattanooga, TN	TeleScripps Cable	49,349 (1/84)
88	Atlanta, GA	Prime Cable	48,647 (12/83)
89	Lexington, KY	Telecable	48,145 (12/83)
90	Quint Cities	Cox Cable	48,093 (1/84)
91	Northridge, CA	Cable America	48,000 (1/84)
92	Peoria, IL	General Electric	48,000 (1/84)
93	Albuquerque, N.M	Tribune Cable	47,439 (1/84)
94	Winston-Salem, NC	Summit Communications	47,368 (1/84)
95	Albany, NY	ATC	46,700 (12/83)
96	Worcester (Leicester), MA	Greater Media Inc	46,608 (10/83)
97	Birmingham, AL	ATC	46,600 (12/83)
98	Hillsborough, FL	Group W	46,024 (12/83)
99	Fayetteville, NC	ATC	45,600 (12/83)
100	Spokane, WA	Cox Cable	45,576 (1/84)

Includes Orlando, FL and Melbourne, FL

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

3/7/84 C8920-2

PLUS
BUSINESS
The tale of two
ad supported nets

- Concept snags plague CCI image campaign
- Turner now talking DBS plans with STC
- HBO's role in "Premiere" U.K. deal
- CATA celebrates its 10th birthday

CableVision

The news and features weekly of the cable television indus
March 12, 1984

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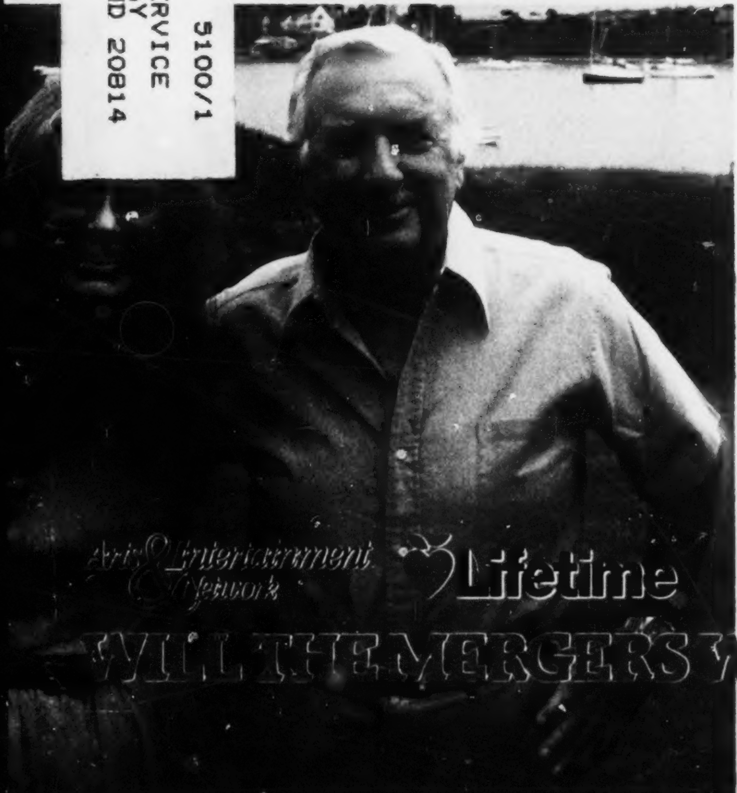

Arts & Entertainment Network
Lifetime

WILL THE MERGERS WORK?

CableVision

The Week in Cable, pages 15-22

March 12, 1984, Volume 9, Number 28

MILWAUKEE RETRENCHES

Warner Amex's Milwaukee retrenchment proposals were the focus of city government hearings last week; correspondent Tom Heinen provides a full report.

A U.K. 'PREMIERE'

Attendees of a cable television and satellite broadcasting conference sponsored by the *Financial Times* in London hear news of "Premiere"—a new feature film-based programming package to serve the United Kingdom. Thorn-EMI, HBO, Columbia, 20th Century-Fox and Goldcrest Films figure in the deal, with Thorn-EMI to hold 51 percent equity.

AGENCY, CCI AT ODDS

The Council for Cable Information contends with its advertising agency, McCann-Erickson, over the execution of creative concepts that might comprise the backbone of the organization's consumer-directed image/awareness campaign.

IN SEARCH OF COMPROMISE

While NCTA works with cities to hack out compromise cable legislation in Dallas, CATA begins to piece together a copyright bill in Washington.

MORE BASEBALL ON CABLE

For the most part, regional pay sports networks are welcoming major league baseball's new initiative to offer more games on cable through a "pool" system of member clubs. But some regional programmers warn that the system could lead to oversaturation of baseball on cable.

NEW TWIST IN TURNER DBS

Turner Broadcasting chief Ted Turner, who has been considering offering DBS in conjunction with HBO, now says it's more likely he'll go with Comsat's Satellite Television Corp. STC officials indicate it may be a good match.

What's in the Sections

PROGRAMMING 24

Colony Communications' New Bedford, Mass., subscribers currently have access to a real-life drama in the form of two trials involving six men accused of raping a young woman last year. The entire proceedings are being cablecast unedited.

MARKETING/ADVERTISING 30

ESPN opened its USFL football slate last week with good advertiser support, but ABC grabbed the rights to televise a top game. ESPN reportedly was not pleased with the action taken by ABC. However, ad support has picked up and national spots are approximately 80 percent sold out.

BUSINESS 63

Media General Cable's dual-trunk, 450 MHz digitized institutional network, Medianet, recently began videoconferencing transmissions for Aetna Life and Casualty Co. The Fairfax County, Va., system will pass some 110,000 homes. Ten percent of the institutional net system has been completed thus far.

GOVERNMENT & LAW 68

The Community Antenna Television Association is celebrating its tenth birthday. The past decade has wrought significant changes in CATA's structure. CATA's Steve Effros claims there is a place for both the NCTA and CATA.

Departments

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pages 35-62 PLUS

Cable nets share more than similar histories

You might call it "the tale of two cable networks." On Feb. 1, Lifetime and Arts and Entertainment, both advertiser-supported basics and the products of mergers and consolidations, launched their combined services. Each face formidable tasks up ahead—two of which are convincing advertisers to sign on and keeping the bottom line healthy. *CableVision* writers Cecilia Capuzzi and Simon Applebaum detail each service's separate strategy in two reports.

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BPA

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 12/31
Arts and Entertainment	2,100	13,100,000	+76
Black Entertainment Television (BET)	280	5,500,000	NC
Cable News Network (CNN)	4,516	25,140,000	NC
CNN Headline News	1,047	10,560,000	+12.7
C-SPAN America's Network	1,280	16,500,000	+12.1
CBN Cable Network	4,000	23,000,000	NC
Country Music Television	68	1,700,000	NA
Entertainment & Sports Programming Network (ESPN)	7,398	29,300,000	NC
Eternal Word Television Network (EWTN)	127	1,635,173	3.8
Financial News Network (FNN)	791	14,516,863	+1.2
Lifetime	1,602	16,000,000	NA
Learning Channel	500	4,000,000	2.4
Modern Satellite Network (MSN)	530	9,179,460	+4.7
Music Television (MTV)	2,200	18,400,000	NC
The Nashville Network (TNN)	1,525	12,200,000	+6.6
National Christian Network (NCN)	98	1,200,000	NC
National Jewish Television (NJTV)	171	3,385,000	+16.6
Nickelodeon	3,000	17,600,000	NC
PTL Television	859	10,000,000	+1.7
Satellite Program Network (SPN)	472	8,121,732	+3.5
Silent Network	65	2,800,000	NA
SIN Television Network	251	28,068,000	NC
Trinity Broadcasting Network	304	3,706,000	+5.5
USA Network	4,000	21,000,000	NC
The Weather Channel	1,130	10,800,000	[illegible]
WGN	5,068	12,540,512	+2.7
WOR	922	4,453,322	+1.7
WTBS	6,077	29,330,000	+2.9

Pay service

Bravo	127	185,000	NA
Cinemax	2,100	2,700,000	+7.4
The Disney Channel	1,111	793,000	+10.0
GalaVision	200	130,000	+3.8
Home Box Office (HBO)	5,400	13,500,000	+7.4
Home Theater Network (HTN)	385	260,000	+3.8
The Movie Channel (TMC)	2,700	2,600,000	NC
The Playboy Channel	376	643,000	+2.4
Showtime	2,900	4,750,000	NC

Audio service

Cable Jazz Network	4	25,000	NA
Lifestyle	174	2,500,000	NC
Love Sounds	NA	NA	NA
Moody Bible Institute	28	409,834	+9.8
Nice and Easy	4	16,000	NA
Satellite Jazz Network	13	800,000	NC
Satellite Radio Network	30	400,000	NC
SCAN	30	203,724	+38.6
WFMT	173	814,113	+.7

Text service

AP News Cable	400	4,500,000	61.6
Dow Jones Cable News	153	1,750,000	NC
Electronic Program Guide (EPG)	146	2,683,598	+2.5
Genesis Storytime	NA	NA	NA
Reuters News View	350	4,100,000	NC
UPI Newscable	510	NA	NA

Non-satellite-fed national services

Bicycled service

The Cable Shop	11	250,000	NC
Fuji Network	5	3,400	+7.6
Nippon Goleen Network	5	8,105	+1.2
The Pleasure Channel	10	12,500	NC
Vector Consumer News	12	300,000	+16.7 (12/83)
Vector Consumer Shopping Guide	20	450,000	+11.1 (12/83)

Regional entertainment services

Regional service

Atlanta Interfaith	7	126,000	NC
Atlantis Entertainment Network	5	9,800	NC

Basic service	Affiliates	Subscribers	% change in subs from 12/31
Bay Area Religious Channel (BARC)	2	6,000	+41.6
Buffalo Sabres Hockey	15	450,000	+4.4
Festival The Texas Cable Network	6	541,000	NC
Home Sports Entertainment (Dallas)	NA	NA	NA
Home Sports Entertainment (Houston)	9	15,128	+6.1
Home Sports Entertainment (Pittsburgh)	8	6,000	NC
Life Newsvision (Chicago Suburbs)	7	11,200	NC
Madison Square Garden	51	1,600,000	+6.3
Meadows Racing Network	16	271,000	+62.4
MetroChannel	5	102,000	7.2
Newsday Cable	1	224,000	+10.3
PRISM Philadelphia	89	372,005	+2.4
Sonics Superchannel	10	25,000	NC
SportsChannel (New England)	41	51,000	+9.8
SportsChannel (New York)	34	339,000	1.7
SportsVision	12	15,000	NC
Video Music Channel	18	240,000	7.6
Z Channel	21	97,218	2.7

Announced services

Non-satellite-fed service	Expected launch
The Games Network	4/84

Regional service

Box Seat	Summer 1984
Capital Sports	4/84
Pro-Am Sports	4/84
Wisconsin All-Sports Network	3/84
Sports Time (Anheuser, Multimedia, TCI)	4/84

Satellite-fed service

Alm Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	5/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Episcopal TV Network	TBA
Just For Listening	TBA
Kidvid Network	3/84
Madicable	TBA
M-Net	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Channel	4/84
The Nostalgia Network	TBA
The Pleasure Channel	Late 1984
Prime of Life Network	4/84
The Professional Education Network	4/84
Star Video Music	3/84
The UN Channel	NA
The Work Channel	TBA
WPIX	5/84

Note: Subscriber and affiliate counts are as of 1/31/84 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

National cable advertising

This chart lists national advertising sales by the basic cable networks during February 1984.

Arts and Entertainment
Ford (N)
Twentieth Century-Fox (N)

BET
Anheuser-Busch (R)
Avon (R)
Campbell Soup (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Ford Division (R)
Hershey (R)
Home Box Office (R)
Kraft (R)
Mobil Oil (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Quaker Oats (R)
Sears (R)
Showtime/Movie Channel (N)
Thompson Medical (R)
U.S. Marine (R)
Westinghouse (N)
Wrigley's (R)

Cable News Network[1]
American Cyanamid (R)
AT&T (R)
Bank of New York (N)
Bristol Myers (R)
Campbell Soup (R)
Dow Jones (R)
Ford Division (R)
General Foods (R)
Gulf (R)
Johnson & Johnson (R)
K-Mart (R)
National Geographic (R)
Procter & Gamble (R)
Paine Webber (N)
Ralston Purina (R)
Sears (R)
Stouffer Hotel (N)
Toyota (R)
Texas Instruments (R)
Warner Lambert (R)

CNN Headline News[2]
Block Drug (R)
Continental Life (R)
Dow Jones (R)
Florida Tourism (R)
Ford Division (R)
Franklin Mint (R)
Gulf (R)
Home Box Office (R)
Honda (R)
Nabisco (R)
Phillips Petroleum (R)
Plough (N)
Quaker Oats (R)
Ralston Purina (R)
Smithsonian Magazine (R)
Time Inc.(R)
Teltex (R)
Toyota (R)
Wausau Insurance (R)
Wrigley's (R)

Dow Jones Cable News
Barron's (N)
Charles Schwab (R)
Wall Street Journal (N)

ESPN[3]
Arrow Shirts (N)
AT&T (R)
Bernzomatic (N)
Bic (R)
Big A Auto Parts (N)
Brown Shoe (R)
Dunlop (R)
Equitable (N)
Ford Division (R)
Goodrich (N)
Hamlet Corporation (N)
Lawn Boy (N)
Nashville Network (N)
Nationwide Insurance (N)
Norelco (R)
Paine Webber (R)
Prudential-Bache (R)
Ramada Inn (N)
Shakespeare Fishing Tackle (R)
Soloflex (R)
Teletex (R)
Zenith (R)

Financial News Network[4]
American Airlines (R)
AT&T (R)
Clayton Brown (R)
Chrysler (N)
Dean Witter (R)
Emerson Radio (N)
First Trading Group (R)
Ford Division (N)
Goodyear (R)
International Trading Group (R)
Merrill Lynch (R)
Northwest Mutual Life (R)
Northwest Orient Airlines (R)
Paine Webber (R)
Paulson Investment (R)
Purex (N)
Prudential-Bache (R)
Ramada Inn (R)
Standard and Poor's (R)
Texas Instruments (N)

MSN[5]
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (N)
General Motors (R)
Hershey Foods (R)
Mattel, Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (N)
NASA (R)
Park Row Publishers (N)
Peabody Coal Co. (N)
Phillip Morris Inc. (R)
Upjohn, Inc. (R)
U.S. Army Corp. Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

USA Network[6]
Alaska Dept. of Forestry (R)
American Honda (R)
Anderson Corp. (N)
Blistex (R)
Bubble Yum (N)
Chrysler Corp. (N)
G.D. Searle (R)
Hostess (R)
Kenner (N)
Kohler (N)
Mattel (R)
Nabisco Brands (R)
National Coffee Assoc. (R)
Oldsmobile (N)
Pepsi-Cola (N)
Procter & Gamble (R)
Ramada Inn (N)
Starkist (R)
Texas Instruments (N)
U.P.S. (N)

SPN
Activision (R)
Air New Zealand (R)
American Home Products (R)
American Photographer (R)
Brown Shoe (R)
Gerber (R)
Globe Trotter Tours (R)
International Playtex (R)
Kimberly Clark (R)
Knight Tailors (R)
Meat Export Development Co. (R)
Mennen Co. (R)
MGM (R)
Mr. Coffee (R)
Nikon (R)
Pacific Airlines (R)
Pacific Dateline Tours (R)
Purex (N)
Questor (R)

The Weather Channel[7]
Alberto-Culver (R)
American Gas (R)
American Home Products (N)
American Motors (R)
Anco Wiper Blades (R)
Carnation (R)
Champion Spark Plugs (R)
Ford Division (R)
Kellogg's (R)
Thomas J. Lipton (R)
Norelco (R)
Phillips Petroleum (R)
Pillsbury (R)
Procter & Gamble (R)
Quaker Oats (R)
Sears (N)
Sterling Drug (R)
Toyota (R)
United Airlines (R)
Warner-Lambert (R)

WTBS[8]
Activision (R)
American Home (R)
Anheuser-Busch (R)
AT&T (R)
Beatrice Foods (R)
Bristol Myers (R)
Chrysler (R)
Coca-Cola (R)
Colgate (R)
Dodge (R)
Firestone (R)
Ford Division (R)
General Foods (R)
General Mills (R)
Home Box Office (R)
Kellogg's (R)
MGM (R)
Sears (R)
Texas Instruments (R)
Tonka Toys (R)

R denotes renewal client
N denotes new client
Total advertising clients for February: [1] 100 clients; [2] 50 clients; [3] 46 clients; [4] 50 clients; [5] 72 clients; [6] 80 clients; [7] 28 clients; [8] 150+ clients.

Source: Advertising clients are provided by the program services to Titsch Communications Inc.

3/15/84
C 8920-2

PLUS
MARKETING
Telephone bypass:
Can cable fill the role?

- No more exclusivity deals soon: HBO's Fuchs
- FCC finds city franchise fee abuses
- Will NYC back down on dual cable?
- Cable-Tec Expo: a wrap-up

CableVision™

atures w e cable television industry March 19, 1984

CV1FV20814GAR452 5096/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

POST DIVESTITURE:
The BOCs spread out

CableVision

The Week in Cable, pages 16-24

March 19, 1984, Volume 9, Number 29

JOINT DBS MARKETING VENTURE

The Robert Wold Company has entered into an agreement with the Direct Broadcast Satellite Corp. to market its DBS transponders, on a satellite due for launch in 1987.

SCTE EXPO REVIEW

Cable Tec-Expo, the Society of Cable TV Engineers' second annual national "all-hardware" exhibition, drew about 1,100 people to Nashville last week; Associate Editor Gary Kim provides a wrap-up of Expo activities.

FRANCHISE CHANGES PROPOSED

New York City's Board of Estimate is slated to vote March 15 on whether to allow cable companies to install a single cable in the outer boroughs, rather than the dual cable that was required in the 1983 agreements. If the proposed franchise changes are approved, city officials will push back various deadlines as well—including the system's first construction deadlines.

FCC DISCOVERS FEE ABUSE

Taking its cue from Congress and the NCTA, the FCC conducted an inquiry into city abuses of cable franchise fees last month that revealed that some 4 percent of U.S. cable systems are paying excessive fees.

EXCLUSIVITY HURTS PAY-TV

Despite Showtime/The Movie Channel's Paramount deal, HBO won't be doing more exclusivity deals with Hollywood studios in the near future, says key executive Michael Fuchs—who last week maintained that too much exclusivity actually can hurt the pay TV industry. He made his remarks at a press briefing by the troika that rules Home Box Office Inc.

What's in the Sections

PROGRAMMING 25

Sports Time will be going after additional major league baseball games in its premiere season through a new "pool" system recently organized by member clubs.

MARKETING/ADVERTISING 26

The Magazine Publisher's Association commissioned Audits & Surveys to measure magazine readership in cable and non-cable homes. The study results once again documented broadcast television's eroding audience shares in cable homes and pointed to the upscale nature of the cable viewer.

BUSINESS 43

After extensive court battles, the city of Paterson, N.J., is set to issue an RFP for a cable company to run its government-owned cable system.

TECHNOLOGY 51

Longmont Communications Cable, Longmont, Colo., recently made cable history when it debuted an electricity monitoring and energy load management system that uses the operator's I-Net as its data transmission distribution medium.

Departments

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About the cover

David Uhl's color illustration symbolizes the break-up of AT&T and the new directions in which the Bell spinoffs are heading.

PLUS

pages 27-42

BOCs seek cable collaboration; operators are wary

Once the arch enemies of the cable TV industry, the newly divested Bell operating companies now are proposing to help cable operators by building systems and perhaps even providing interactivity in the future via the telephone network. Many in the industry welcome construction and leaseback arrangements involving the telcos' expertise and capital, but others are wary that the dynamics between the two industries will slip back into the old adverserial pattern. Correspondent Sally Russell looks at the proposals set forth so far by the most aggressive local operating companies.

Titsch Communications Inc.
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Dean J. Kilpatrick, Executive Vice President/
Chief Operating Officer
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

Michael B. McCready, Vice President/Publisher
Jay Rubin, Editor (New York)

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Denver—Frank Hogan, Managing Editor; Gary Kim, Constance Warren, Associate Editors; Rosalie Hein, Cable Statistics Editor
Washington, D.C.—Brooke Gladstone, Associate Editor; Brian Bremner, Reporter.
Los Angeles—Eric Taub, Bureau Chief.

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BPA

CABLE STATS

1983 cable TV franchise awards

State/Location	Company	Month	Homes
Arizona			
Goodyear	Camelback Cablevision		1,000
California			
East San Fernando Valley	United Cable	September	166,000
Harbor City, Wilmington San Pedro	Colony/Harbor Cablevision		27,000
Hawaiian Gardens	CATV West	January	3,500
Lomita	Colony Communications	September	8,137
Los Angeles (south central)	ACCESS	September	180,000
Norco	Falcon Cable of Riverside	September	6,300
Pasadena	Falcon Cable of Riverside	May	
Sacramento	Cablevision Systems	November	360,000
San Fernando	Valley Cable	January	
South Placer County	Coastside Cable TV	January	
South Whittier	United Cable	January	1,700
Tulare County	Falcon	February	3,000
West Covina	Falcon		28,000
Colorado			
Lafayette	Lafayette Communications	February	4,000
Larimer County	Cable Systems	August	1,500
Loveland	Scripps Howard	September	1,000
Connecticut			
Windham, Lebanon, Scotland et. al	Telemedia Co. of N.E. CT	July	31,137
Florida			
Pinellas County	Vision Cable of Pinellas		10,000
Plantation (western area)	Planned Cable Sytems		
Tierre Verde	Centel	August	2,000
Illinois			
Joy	Star Communications	May	220
Lisle	Multimedia	May	3,300
Naperville	Centel	May	17,500
Morton Grove	Continental		
Richton Park	Centel		3,500
Riverdale	Continental		
South Holland	Multimedia	March	7,400
Westmont	Continental	April	10,000
Indiana			
Demotte	Northwestern Indiana Cablevision and Telecom Services	July	800
Lyons	Quality CATV		
Iowa			
Cambridge	Oak Cable Systems	March	250
Clearfield	Afton Cablevision	September	150
Colo	Oak Cable Systems	March	330
Diagnol	Afton Cablevision	August	200
Kingsley	Satellite Communications	April	400
Murray	Afton Cablevision	August	280
Preston	Preston Area Cablevision	June	430
Kentucky			
Graves County	Galaxy Cablevision	March	
Henderson County	Webster Cable TV	May	
Wingo	Galaxy Cablevision	February	300
Maine			
Harpswell	Video Vision	August	2,800
Hermon	Maine Cable Co	August	1,062
Maryland			
Bowie	Storer Cable	January	11,000
Carroll County	Prestige Cable	October	30,000
Chestertown	CATV General	February	1,800
Massachuetts			
Acton	Adams-Russell	June	4,770
Ashland	Massachusetts Cablevision	July	3,082
Bedford	Adams-Russell		3,813
Bourne	Campbell Communications		
Boylston	Boylston Municipal Light Co	January	1,200
Braintree	Adams-Russell	April	10,000
Bridgewater	Campbell Communications	January	5,048
Cohasset	American Cablesystems	March	2,397
Danvers	Rollins Cablevision		
Easton	Continental Cablevision	January	
Hanson	Continental Cablevision	March	
Holbrook	Continental Cablevision	January	3,100
Hopedale	Massachuetts Cablesystems	June	1,200
Hull	American Cablesystems	January	4,800
Lancaster	Wachusett Cablevision of Clinton	June	4,000
Marshfield	Greater South Shore Cablevision	June	10,000
Martha's Vineyard	Dukes County Cable TV		
Medway	Massachuetts Cablevision	April	3,000
Needham	Continental Cablevision	May	8,700
Northborough	Greater Media	January	3,334
Norwell	American Cablesystems	March	2,760
Pembroke	Campbell Communications	October	3,500
Pepperall	United Cablevision of CT	October	2,800
Randolph	American Cablesystems		
Rowley	Newbury Port Cable TV	April	1,300
Sharon	Cablevision Industries	January	
Shrewsbury	Shrewsbury Electric Light Plant		8,500
Stoughton	Continental Cablevision	February	
Sudbury	Adams-Russel	March	
Waltham	Waltham Telecommunications	May	18,000
Wellesley	Continental Cablevision of Boston	May	8,000
Westborough	Greater Media	January	
West Newbury	American Cablesystems		1,000
Michigan			
Bloomfield Twp. Bloomfield Hills	Booth Communications	September	15,000
Clarkston	Multi-Cablevision	March	7,200
Dearborn Heights	Continental Cablevision	April	23,000
Detroit	Barden	July	471,000
Jerome Township	Whitney Cablevision		
Livonia	Metrovision	June	33,000
Monroe	Communications & Cablevision		
Mt. Clemens	Comcast Cablevision	January	6,000
Romeo	Harron	June	1,000
West Oakland Co	Greater Media	November	32,581
Minnesota			
Albertville, St. Michael	Carlos Padraja	October	637
Arlington, Gaylord, Winthrop Gibbon, Green Isle	Dowden Communications	September	2,568
Atwater	Armco Communications	August	463
Blaine, Centerville, Circle Pines, Coon Rapids	Group W	September	27,191
Brooten	Armco	August	297
Burnsville, Eagan	Group W	July	12,849

CABLE STATS

State/Location	Company	Month	Homes
Clarkfield	DeSutter Cablevision	October	475
Deer River	Deer River Telephone Co	September	373
Dodge Center	Dowden	September	700
Eagle Bend	Parker's Praire Tel Co	September	517
Fisher	Ada Cable	July	163
Foley	Westel	October	575
Grand Marais	Cable Tron	September	
Hendrum	Ada Cable	August	147
Janesville	Dowden	July	700
Kasson	Group W		
Lewiston	TeleCommunications	October	475
Menahga	West Central Tel Co	August	457
Minneapolis	Rogers (purchased from Storer)	August	170,00
Minnetrista, Spring Park Shorewood	Dowden	December	11 682
Mound	Dowden	March	3,600
Northfield	Nor-Com Video	December	4,416
North St. Paul	Group W	May	33,568
Oakport Township	Spectrum Communications	October	200
Oklee	Garden Valley Tel Co	October	400
Olivia	North America Comm Corp		
Parker's Praire	Midwest Telephone Co	October	400
Prior Lake	Communications Systems Inc	April	2,560
Ramsey/Washington County	Group W		
St James	Dowden	May	1,820
St Paul	Continental	November	111,000
Stillwater, Bayport	Telephone & Data Systems	August	6,000
Wabasso	Star Gazers	October	301
Wayzata	Dowden Communications	August	1,800
Missouri			
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships	Metro East Cable	January	
Higbee	Communication Management	January	330
Lancaster Multi-Comm	Pevely U.S. Cable	January	460
Nebraska			
Kearney	Kearney Cablevision	April	700
Bancroft	Midlands	December	350
Nevada			
Henderson & Clarke County	Misco Cable TV	May	
New Hampshire			
Atkinson	Harron Communications	May	1,500
Hampstead	Rockingham Cablevision	March	1,500
Windham	Harron Communications	May	2,000
New Jersey			
Boonton Township	Sammons Communications	January	3,600
New York			
Cherry Valley	Schoharie	April	250
Honeoye	Honeoye Cable	April	500
New York City			
Bronx	Cablevision Systems	June	432,000
Brooklyn	Cablevision Systems	June	606,000
Queens	Warner Amex	June	200,000
	Warner Amex	June	300,000
	ATC	June	265,000
	Queens Inner Unity Cable	June	188,000
Staten Island	Vision Cable	June	190,000
	Cox Cable	June	58,000
Pomfret	Harbor Vue Cable TV of Dunkirk	February	138
Tully	New Channels	August	
Westfield	U.S. Cable	November	1,400
North Carolina			
Burke County	Cable TV Support Services	April	10,000
Edgecombe County	Tar River Cable	April	4,000
Glen Alpine	CATV Support Services	May	300
Harnett County	Univision Cable Systems	February	
Hildebran	Catawba Valley Cable TV	February	375
Pamlico County	Kountry Kablevision	October	4,000
Ohio			
Arcadia	Continental Cablevision	January	300
Ashley	Act	January	420
Bainbridge	Cablevision Systems Corporation		
Batavia Township	So-Com	September	4,000
Bentleyville	Matrix Enterprises Inc		
Bethel	Cable Management	September	1,200
Brecksville	Complexicable		126
Cadiz	URB Cable TV	January	
Garfield Heights	Space Cable	September	12,000
Hiram	Telenational Communications	January	250
Middleburg Heights	Space Cable	January	7,000
Newburgh Heights	Space Cable	January	1,800
Quincy	Cable Management	August	250
Racine	Telenational Communications	May	
Russell	Cablevision of Geauga	September	1,500
Sheffield Village	Space Cable	February	1,000
Oregon			
Canby	Canby Cablevision	May	2,500
East Multnomah County	Rogers UA Cablesystems	April	80,000
Milwaukie	Tribune Cable	May	7,500
Pennsylvania			
Paradise Twp	Hanover Cable TV	July	
Sc. Versailles Twp	Harron	April	200
West Manheim	Scatcom	October	1,700
Tennessee			
Brentwood	Metro Cablevision	February	
Dickson	Galaxy Cablevision	January	2,750
Mosheim	Mosheim Cablevision	February	500
Texas			
Joshua	Alencom	April	610
Plano	Texas TeleCable	August	30,000
Richardson	TeleCable	March	23,082
Wallis	Star CATV Investment Corp		420
Virginia			
Dinwiddie County	Crater General Communications	November	
Fairfax City	Media General	June	6,500
Goochland County	Continental Cablevision	February	
Hanover County	Continental Cablevision	May	5,600
Loudon County	Cable Communications	April	11,500
Manassas Park	Manassas Park Cablevision	June	1,931
Washington			
Granger, Toppenish	McCaw Communications	September	5,300
Hartline	Broadcast Services, Inc	March	
Lakebay	Lakebay TV Cable	June	500
Naches, Gleed and parts of Yakima County	Satellite Communications	February	1,000
Seattle Central District	Seattle Community Cablevision	February	12 000
Wisconsin			
Brookfield	RVS	February	11,000
Hilbert	Cablevision of Fond du Lac	January	375
Hixton	Western Wisconsin Comm. Co-op	February	150
Hudson	Telephone & Data Systems	November	
Hustiford	Cable Communications	December	350
Iola	Dowden Communications	July	385
Johnson Creek	Telenational of Milwaukee	September	400
Kenosha	Total TV	July	29,500
Milwaukee	Warner Amex	May	253,000
Spring Green, Spring Green Twp., Plain, Arena, Lone Rock	Kaul-Tronics Inc	July	400

3/23/84
C8920-2

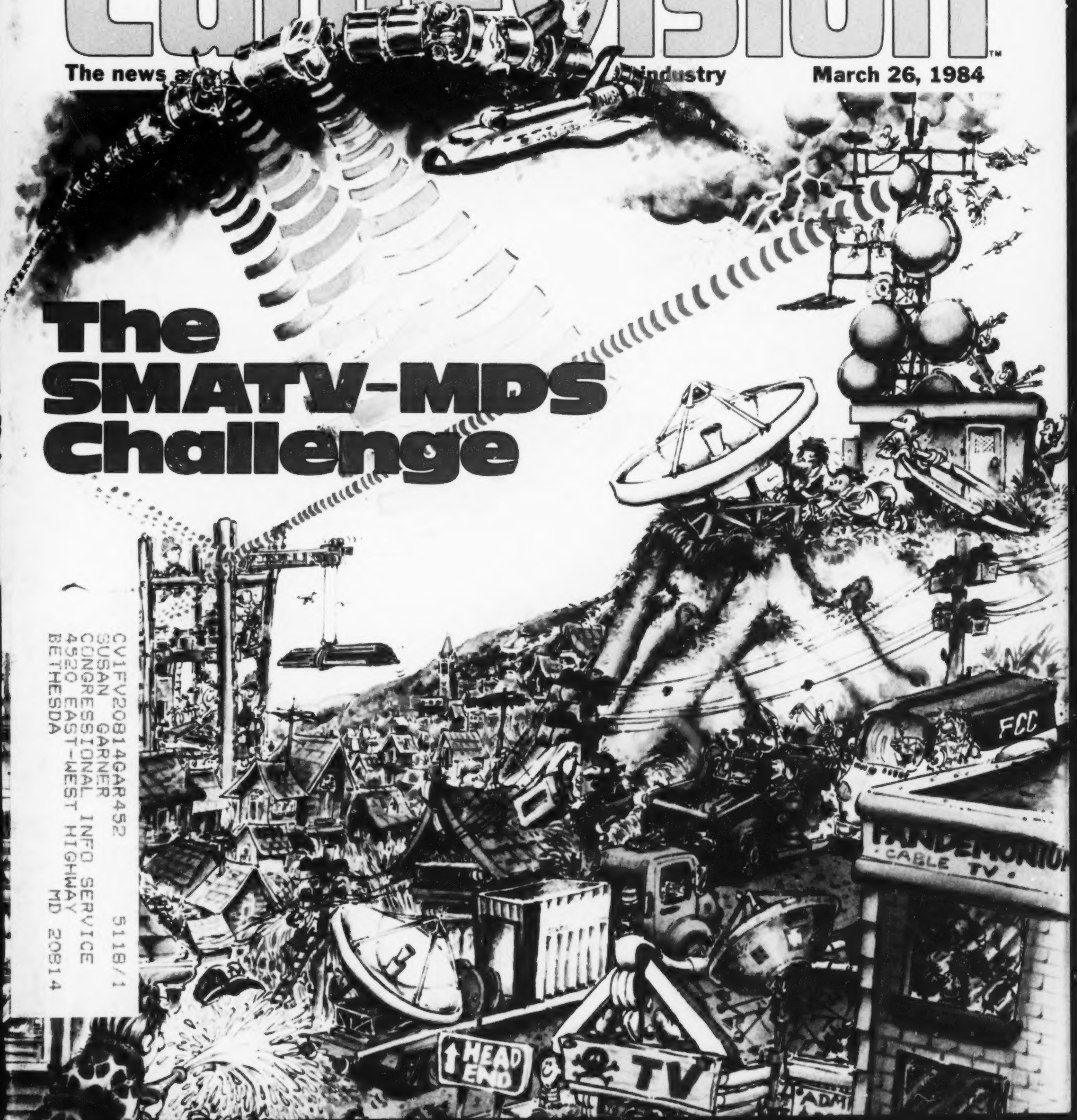
PLUS
BUSINESS
S-A's Sid Topol tells it straight

- Paul Klein out as Playboy Channel prez
- FNN workers balk at union strike talk
- CAB in ad pact with SAG, AFTRA
- Bravo to debut daily preview hour

CableVision™

The news a
industry

March 26, 1984



The SMATV-MDS Challenge

CV1FV20814GAR452 5118/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

CableVision

This Week in Cable, pages 15-21

March 26, 1984, Volume 9, Number 30

HBO DOES PIX PACT

Home Box Office has come to new terms with MCA-Universal for movie product—a non-exclusive arrangment covering films released by the MCA Inc. subsidiary from 1983 to 1988.

KLEIN EXITS PLAYBOY HELM

Former NBC programming whiz Paul Klein apparently has lost a power struggle with Playboy Channel owners Playboy Enterprises Inc. and is leaving the firm. His exit did not come as a total surprise to some in the business.

LEWIS TALKS TURKEY IN OHIO

Ohio cable operators gathered in Columbus last week to learn the latest on negotiations with the cities over cable legislation and to hear what Drew Lewis had to say about the future direction of the industry.

NCTA, CITIES TO TRY AGAIN

The NCTA and the cities have scheduled a final round of talks in an effort to hammer out a new compromise on national cable legislation. If no agreement is forthcoming, Wheeler said he will go to the courts and the FCC instead.

UNIONS IN CABLE AD PACT

The Screen Actors Guild and the American Federation of TV and Radio Artists amend their current talent contracts to include compensation requirements for cable ads. Cabletelevision Advertising Bureau negotiated the amendments with both talent unions.

What's in the Sections

PROGRAMMING 22

Traveling America, one of the first regularly scheduled national showcases for local origination fare, starts up on Home Theater Network.

MARKETING/ADVERTISING 24

Word of mouth is a powerful vehicle for transmitting public perceptions—and it may be working against you if you are a local cable operator. Ohio cable operators get some tips on community relations during a convention session.

BUSINESS 43

United Cable threatens to raise basic rates in its Lincoln Park, Mich., system despite protests from local officials. Correspondent Stephen Advokat provides details.

GOVERNMENT & LAW 45

The Libertarian Party adds its voice in urging deregulation in the cable industry.

PLUS

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Cable Confronts MDS-SMATV

At one time, SMATV and MDS operators maintained that their operations could be complementary to franchised cable. But with cable still subject to local regulation, and with SMATV and MDS unburdened by such constraints, these two existing and growing technologies appear to be an increasingly serious competitive threat to traditional, hard-wire cable. Associate Editor Brooke Gladstone provides an update on the MDS-SMATV challenge.

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About the cover

Our thanks to Hughes Aircraft for this week's cover illustration, which depicts the challenge from SMATV and MDS.

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Denver—Frank Hogan, Managing Editor; Gary Kim, Constance Warren, Associate Editors; Rosalie Hein, Cable Statistics Editor
Washington, D.C.—Brooke Gladstone, Associate Editor; Brian Bremner, Reporter.
Los Angeles—Eric Taub, Bureau Chief.

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CABLE STATS

Film product comparison—March

Film	Pay Networks					Distributor
A Family Upside Down					MAX	Columbia
A Farewell To Arms				HTN		20th Century-Fox
Across The Great Divide			(TMC)	HTN		Simcom
Adventures Of The Wilderness Family		(ST)		(HTN)	MAX*	Simcom
Ali Baba's Revenge		ST				ATA
Anastasia				HTN	MAX	20th Century-Fox
Baby, It's You		ST				Paramount
Bad Boys					MAX	AFD
The Best		ST				Andrews & Associates
Beyond Evil		ST				Film Gallery
The Big Brawl			TMC			Warner Bros
Black Emanuelle					MAX*	20th Century-Fox
The Black Rose				HTN		20th Century-Fox
Bob The Gambler					MAX	Columbia
Bonnie Scotland		ST*				MGM/UA
The Bridge On The The River Kwai		(ST)			MAX*	Columbia
Brimstone And Treacle			TMC			MGM/UA
The Brothers Karamozov		ST*				MGM/UA
Casey's Shadow				HTN	MAX*	Columbia
Cluny Brown			(TMC)		MAX	20th Century-Fox
The Comeback Kid	HBO					ABC
The Compleat Beatles					MAX*	Universal
Conan The Barbarian	HBO	(ST)	TMC*			Universal
The Concert For Bangladesh					MAX*	UNICEF
Coney Island				HTN*		20th Century-Fox
Confessions From A Holiday Camp		ST*				Columbia
The Cowboy And The Lady		ST*				Samuel Goldwyn Co
Dangerous When Wet		ST*				MGM/UA
The Day The Earth Stood Still			(TMC)	(HTN)	MAX*	20th Century-Fox
Dead Men Don't Wear Plaid		ST	(TMC)			Universal
Deadly Eyes	HBO		TMC			Warner Bros
Death Wish II		ST			(MAX)	Viacom
The Deep		(ST)		HTN	MAX*	Columbia
The Deerslayer		ST				Viacom
The Diary of Anne Frank					MAX	20th Century-Fox
The Dorm That Dripped Blood		ST				Wescom
Eating Raoul	(HBO)	ST*	(TMC)		(MAX)	20th Century-Fox
Embryo			TMC			Viacom
The Entity	HBO	ST	TMC			20th Century-Fox
The Fan	HBO					Paramount
Fast Walking		ST			MAX	Lorimar
Fat Chance			TMC			Wrightwood
Fighting Back	HBO*	ST				Paramount
Fiona					MAX	Rumson Film
First Blood	(HBO)				MAX	Orion
Five Days One Summer	(HBO)	(ST)	(TMC)	HTN*		Warner Bros
48 Hours	HBO	ST	TMC			Paramount
Frances	HBO				(MAX)	AFD
Friday The 13th					MAX	Paramount
Friday The 13th, Part III			TMC			Paramount
The Further Adventures Of The Wilderness Family					MAX	Simcom
Gallipoli	(HBO)	ST		(HTN)		Paramount
Games That Lovers Play		ST				ATA
The Gang's All Here				HTN		20th Century-Fox
The Gazebo		ST				MGM/UA
The Godfather	HBO		(TMC)		(MAX)	Paramount
Going In Style			(TMC)		MAX	Warner Bros
Green Mansions		ST				MGM/UA
Grey Lady Down		(ST)		HTN	(MAX)	Universal
Hammett	HBO		TMC			Warner Bros
Happy As The Grass Was Green				HTN*		Castle Hill
The Happy Hooker			TMC		MAX	Cannon
Harry Tracy	HBO					Movie Store
High Noon II			TMC			Viacom
High Road To China					MAX	HBO
Hot Touch	HBO					20th Century-Fox
The Hound Of The Baskervilles			TMC*			Leo Gutman
How I Won The War			TMC			MGM//UA
How To Beat The High Cost Of Living			(TMC)		MAX*	Orion
The Hungry I Reunion					MAX	One Pass Media
The Hurricane		ST				Samuel Goldwyn Co
I Am The Cheese			TMC			Almi Group
I'm Dancing As Fast As I Can	HBO	(ST)	TMC*			Paramount
In Love And War				(HTN)	MAX*	20th Century-Fox
Independence Day	HBO*	(ST)				Warner Bros
The Inn Of The Sixth Happiness				HTN	MAX	20th Century-Fox
Jabberwocky			TMC			Almi Group
Jaws Of Satan			TMC			MGM/UA
The Jayne Mansfield Story					MAX*	Alan Enterprises
Joan Of Arc					MAX*	Leo Gutman
The Journey		ST				MGM/UA
Jungle Book			TMC	(HTN)		Corinth
Just A Gigolo			TMC			MGM/UA
The King Of Jazz				HTN		Universal
La Cage Aux Folles II			TMC			MGM/UA
The Last Waltz			TMC			MGM/UA
The Learning Tree	HBO					Warner Bros
Let's Do It Again					MAX	Warner Bros
The Long Good Friday			TMC		(MAX)	Handmade
The Lords of Discipline		ST	TMC			Paramount
Love At First Bite		(ST)	(TMC)		MAX*	Viacom
Lovely But Deadly		ST				Video Media
MacArthur	HBO	(ST)		HTN		Universal
Magic		ST			MAX	Viacom
The Man Who Would Be King					MAX	Lorimar
Massacre In Rome	HBO*					Andrews & Associates
Missing	(HBO)	ST	(TMC)	HTN*		Universal
Mountain Family Robinson		ST	(TMC)	HTN		Simcom
Mr. Hobbs Takes A Vacation					MAX	20th Century-Fox
National Lampoon's Movie Madness	(HBO)		TMC			MGM/UA
Ned Kelly			TMC			MGM/UA
Night Shift			(TMC)		MAX	Warner Bros
North To Alaska				HTN		20th Century-Fox
O'Hara's Wife	HBO					HBO
"Oh, God"			(TMC)		MAX	Warner Bros
On The Run			TMC			MGM/UA
Once A Thief		ST				MGM/UA
The Outsiders	HBO	ST	TMC			Warner Bros
Paradise		(ST)			MAX*	Embassy
Partners	(HBO)	(ST)	TMC			Paramount
Personal Best		ST			MAX	Warner Bros
Playing For Time	HBO*					Viacom
The Prisoner of Zenda				HTN		Universal
Pursuit To Algiers			TMC*			Leo Gutman
Ragtime	HBO					HBO
Rainbow		ST	(TMC)			Viacom
Resurrection	HBO				(MAX)	Universal
Rocky III					MAX	MGM/UA
Rose Of Washington Square				HTN		20th Century-Fox
Safari 2000		ST				MGM/UA
The Salamander			TMC	HTN*		AFD
Same Time Next Year	HBO		(TMC)		(MAX)	Universal
Savannah Smiles	HBO*	(ST)				Embassy
Scavenger Hunt			(TMC)		MAX	Viacom
Second Thoughts	HBO					AFD
The Secret Policeman's Other Ball			TMC		MAX*	20th Century-Fox
The Sender	(HBO)	(ST)	TMC*			Paramount
The Sensuous Nurse		ST			(MAX)	Castle Hill
Seven Theives				(HTN)	MAX*	20th Century-Fox
Sherlock Holmes And The House Of Fear		ST	(TMC)			Leo Gutman
Sherlock Holmes And The Secret Weapon			TMC*			Leo Gutman
Sherlock Holmes And The Voice Of Terror		ST	(TMC)			Leo Gutman
Sherlock Holmes Faces Death		ST	(TMC)			Leo Gutman
Sherlock Holmes In Dressed To Kill		ST	(TMC)			Leo Gutman

CABLE STATS

Film	Pay Networks					Distributor
Sherlock Holmes In Washington		ST	(TMC)			Leo Gutman
Sink The Bismarck				HTN		20th Century-Fox
Sophie's Choice	HBO*					ITC
Soup For One		(ST)	TMC		MAX	Warner Bros
Spaceship			TMC			Almi Group
Special Section				HTN		Universal
Starbirds		ST				New Hope
State Fair				HTN		20th Century-Fox
Stuckey's Last Stand			TMC			Muller Media
Sun Valley Serenade				HTN		20th Century-Fox
The Sword And The Sorcerer	HBO	ST				Universal
T.A.G.—The Assassination Game	HBO*					Viacom
Teleton			TMC		MAX*	MGM/UA
Tempest	(HBO)			HTN*		Columbia
10 To Midnight		ST	TMC		MAX	Viacom
Tender Mercies	HBO					AFD
Terror By Night			TMC*			Leo Gutman
That Championship Season	HBO*	(ST)	(TMC)			Viacom
The Thing			TMC			Universal
Time Walker			(TMC)	HTN		Wescom
Those Lips, Those Eyes			TMC			MGM/UA
Thunderbirds 2086 Child's Play		ST		–		ITC
Tough Enough	HBO	ST		HTN		20th Century-Fox
Treasure Island	HBO*					Warner Bros
Trio					MAX	Janus
The Triumps of A Man Called Horse	HBO		TMC			Sandy Howard
True Confessions	HBO	(ST)				MGM/UA
Twlight Time	HBO*		(TMC)	(HTN)		MGM/UA
Under Capricorn					MAX	Leo Gutman
The Unseen	HBO					Viacom
Up The Academy			TMC			Warner Bros
Visiting Hours			TMC			20th Century-Fox
Wabash Avenue				HTN*		20th Century-Fox
When Irish Eyes Are Smiling				HTN		20th Century-Fox
Whistle Down The Wind					MAX*	Janus
The White Buffalo			TMC		MAX*	MGM/UA
The Wild Pony	HBO	(ST)	(TMC)			Sy Fisher
Willy Wonka And The Chocolate Factory		ST				Warner Bros
Witches' Brew			TMC			Viacom
With A Song In My Heart				HTN		20th Century-Fox
Without A Trace	HBO	ST	TMC	HTN		20th Century-Fox
The World According To Garp	(HBO)	(ST)	TMC*		MAX	Warner Bros
Zapped			(TMC)		MAX*	Embassy

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

■ Networks in parentheses indicate carriage in October, November, or December 1983, January and/or February 1984

■ An asterisk indicates that the film is a carry-over from October, November or December 1983, January and/or February 1984

■ In total, 177 films appear on the March schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months, five films have played on four of the five services, 23 on three services and 49 on two services. One hundred films are unduplicated.

■ The motion picture distributor with the most titles on pay TV this month is 20th Century-Fox with 28, followed by MGM/UA with 23 and Warner Bros. with 17 pictures.

■ *48 Hours*, the blockbuster adventure teaming Eddie Murphy with Nick Nolte, goes on the program guide covers of the pay TV services this month. The lone exception to this case is Home Theater Network, which highlights *Without A Trace*, a drama on missing children starring Kate Nelligan. *Without a Trace* also shows up on the TMC guide, with *The Lords of Discipline* and a Charles Bronson film festival. Also featured: the 1983 Oscar contender *Tender Mercies* and *High Road To China* (HBO/Cinemax); John Sayles' tender growing-up melodrama *Baby, It's You* (Showtime); and several specials—*Lena Horne: The Lady And Her Music* (Showtime), Men At Work (HBO/Cinemax) and the ACE-winning *Sweeney Todd* (Showtime).

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc[1]	2,772,600	(10/83)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,950,921	(12/83)
4	Cox Cable Communications Inc	1,457,914	(1/84)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc	1,362,000	(12/83)
7	Times Mirror Cable TV Inc	928,110	(1/84)
8	Newhouse Broadcasting[2]	788,125	(1/84)
9	Continental Cablevision	748,000	(12/83)
10	Viacom Cablevision	736,305	(1/84)
11	United Cable Television Corp	620,000	(12/83)
12	Sammons Communications, Inc	581,600	(1/84)
13	Rogers Cablesystems, Inc	495,470	(1/84)
14	CableVision	470,000	(1/84)
15	TeleCable Corporation	388,473	(12/83)
16	Heritage Communications Group	370,154	(1/84)
17	Capital Cities Cable Inc	351,118	(1/84)
18	Comcast Cable Communications	345,000	(1/84)
19	UA Cablesystems Corp	341,000	(1/84)
20	General Electric Cablevision	322,600	(1/84)

1. Number is an estimate
2. Includes MetroVision, NewChannels, Vision Cable

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	238,163	(1/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	166,341	(1/84)
7	East Orange, NJ	Maclean Hunter	156,410	(12/83)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	127,000	(1/84)
10	Tulsa, OK	United Cable	110,809	(12/83)
11	Audubon, NJ	NYT Cable	110,275	(1/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Erie County, NY	Prime Cable Corp	104,445	(1/84)
14	Baltimore County, MD	Caltec Cablevision	103,211	(12/83)
15	Tidewater (Norfolk), VA	Cox Cable	100,409	(1/84)
16	San Jose, CA	Gill Industries	100,300	(11/83)
17	Austin, TX	ATC	98,900	(12/83)
18	Honolulu, HI	ATC	97,100	(12/83)
19	Memphis, TN	ATC	94,300	(12/83)
20	Seattle, WA	Group W Cable	92,623	(12/83)

1. Includes Orlando, FL and Melbourne, FL

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

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4/6/84

PLUS
MARKETING
TNN survives year one

THE NASHVILLE NETWORK

- **Home Sports Net game: Sportschannel merger**
- **NABET workers walk out on FNN over security**
- **NYC's switch to single trunk sparks tech concern**
- **SPECIAL REPORT: cable audience measurement**

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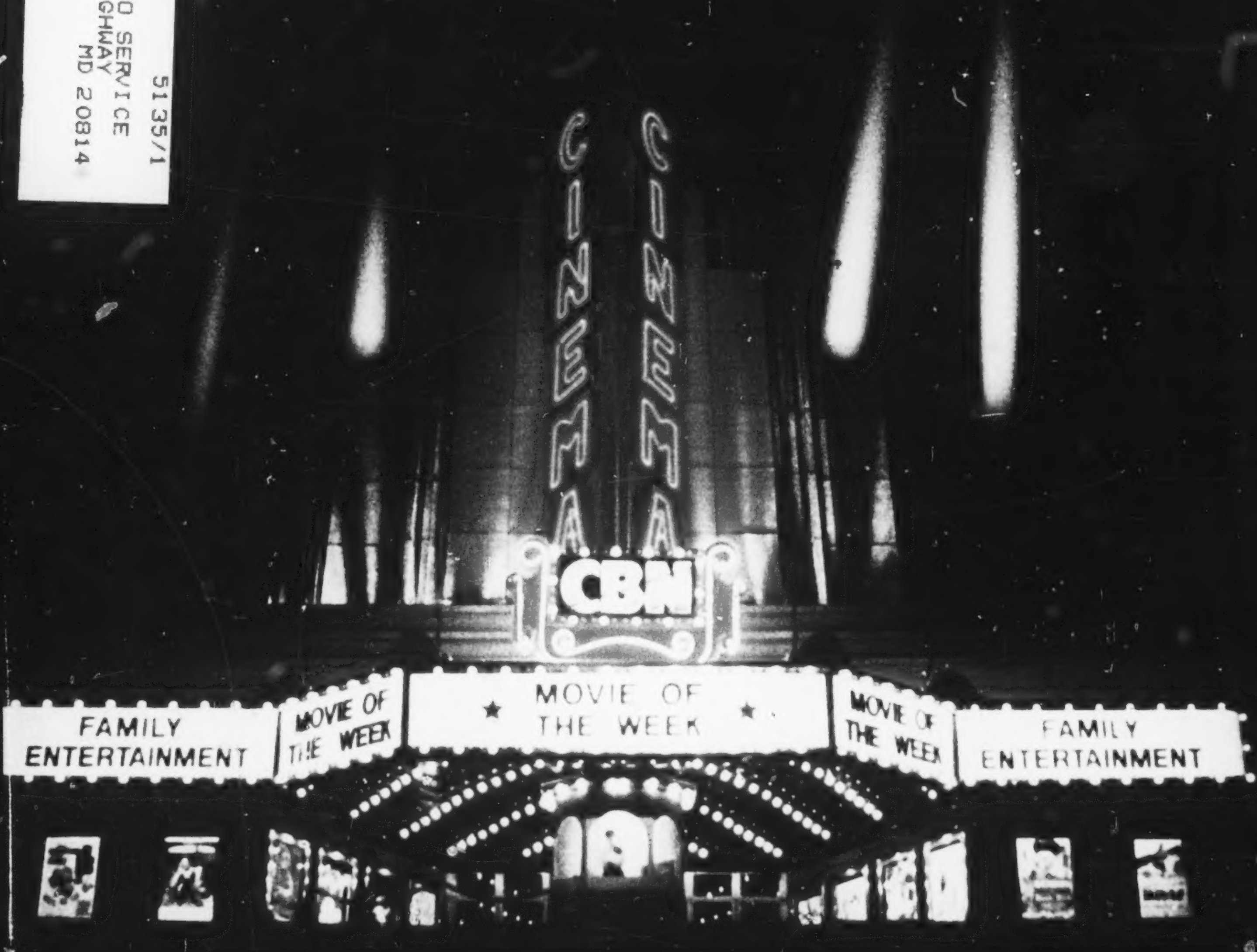
CINEMA
CINEMA
CBN
FAMILY ENTERTAINMENT
MOVIE OF THE WEEK
MOVIE OF THE WEEK
MOVIE OF THE WEEK
FAMILY ENTERTAINMENT

CableVision

This Week in Cable, pages 14-20

April 2, 1984, Volume 9, Number 31

COMPETITION FOR 'BUSINESS TIMES'

A new edition of the U.S. Chamber of Commerce's *Biznet News Today* will premiere live over USA Network next week, competing against ESPN's daily financial news journal, *Business Times*.

SPORTS NETS TO MERGE

Warner Amex Cable's trio of Home Sports Entertainment regional pay services in Pittsburgh, Houston and Dallas are poised to merge with Cablevision Systems—The Washington Post Co.'s Sportchannel in what officials hope will grow into the "HBO of regional sports."

RITCHIE TOUTS CCI CAMPAIGN

Council for Cable Information Chairman Dan Ritchie accentuates the positive in a speech in Washington, even as reports circulate that one major CCI participant has doubts about the image campaign's strategy—and may seek to reduce its pledged funding commitment.

WARNER AVERTS TAKEOVER

Warner Communications averts a takeover, attempt by acquiring nearly six million Warner shares held by Murdoch's New International for $31 a share. Meanwhile, the parent of Warner Amex Cable continues its cost-cutting moves by laying off 200 Atari employees.

What's in the Sections

PROGRAMMING 23

Cable News Network prepares for live distribution in Japan via TV Asahi Broadcasting Co., a major Japanese broadcaster that recently co-produced a QUBE special with Warner Amex Cable.

SPECIAL REPORT 24

Agency executives are generally pleased with the amount of national data on cable viewer habits—but on the local scene, it's another story. High costs and the lack of established methodology make it difficult for the local operator to obtain the information needed to convince local advertisers of cable's worth. In a special report, *CableVision* looks at the state of local market research, and what the industry is doing to fill the void.

BUSINESS 43

New York City may become the site of the nation's first 550 MHz cable system. However, some experts have concerns about how quickly the new technology will prove itself in the field and when it will be ready to be manufactured in large quantities.

GOVERNMENT & LAW 47

Berkshire Cablevision's legal case challenging Rhode Island's public access rules is set for a court hearing April 3. The operator maintains the requirements violate the Constitution.

Departments

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About the cover

Art Director Brad Hamilton designed this week's cover, featuring CBN Cable.

pages 27-42

PLUS

CBN Cable, The Nashville Network gain appeal

It's the for-profit parent of the Christian Broadcasting Network—but CBN Cable, an ad-supported service, not only makes money, but attracts a broad-based audience with family oriented programming supplemented by religious fare. And the mix appears to be working. Also in this week's *CV Plus*: The Nashville Network not only has survived its first year, but attracts a loyal, almost cultish following—possibly the harbinger of profits to come.

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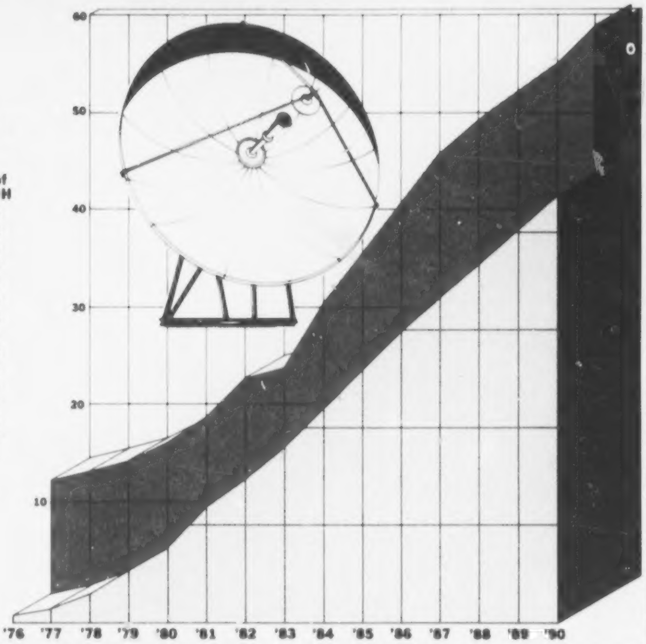
CABLE STATS

Pay/basic cable growth

Legend **Basic Subs** ▨ **Pay Subs** ☐

Year	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,300,000	36	17,900,000	21
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1984-1990 are projections



Cable barometer

Television households (TVHH) ..	83,500,000
Homes passed by cable (HP)	53,641,000
Percent of TVHH passed by cable	64.2%
Basic cable subscribers	30,300,000
Percent of TVHH with basic cable ..	36.3%
Percent of HP with basic cable ..	56.4%
Pay cable subs	17,900,000
Percent of TVHH with pay cable	21.4%
Percent of HP with pay cable	33.4%
Percent of basic subs with pay cable	59.1%

Figures are as of Dec. 31, 1983

Franchising calendar

This chart examines the franchise status of communities since February 1984

Arizona
Apache Junction—proposals received from DCA Cablevision and Dowden Communications, preliminary award expected 4/84 (6,837 homes)

California
Avalon—proposals received from Catalina Cable TV, T&B Communications and The Western Co, award expected 5/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—negotiating with KTS Corp. (3,000 homes)
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—consultants reviewing proposals from KTS Corp., Buena Vista Cable and Public Service Cable (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83 (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—proposals received from Joint Cities Cable TV, Video Engineering and United Cable TV, award expected 4/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—negotiating with California Cablesystems, award expected 3/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—negotiating with Falcon Communications (11,600 homes)
South Monrovia—RFP re-issued, proposals due 3/84 (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
proposals received from D.C. Telecommunications Development Corp., Capital City Cable and District Cablevision Inc. (254,000 homes)

Florida
Fellsmere—proposals received from Private Cable and Sci Ad
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes), Area II to Group W (217,000 homes), Area III to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes), Area V to Continental Cablevision (188,000 homes)
Countryside—preliminary award to Cablevision of Chicago (2,200 homes)
Elmwood Park—drafting RFP (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—RFP re-issued (17,000 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Wheaton—negotiating with Centel, award expected by 3/84
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diagonal—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—drafting RFP (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 12/13/83
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—RFP re-issued (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—RFP deadline extended until 3/28/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—proposals submitted by Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—expect RFP issuance 3/84 (43,000 homes)
Dedham—preliminary award to Bay Cable TV
East Bridgewater—award to Campbell Communications denied award, Campbell is appealing (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashoba Cable, Northeast Cable TV and United Cable
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc., preliminary award expected 4/84 (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—restarting franchise process (1,200 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—only proposal from Massachusetts Cable, award expected 4/84 (1,800 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)
Shirley—RFP deadline extended until 3/26/84 (1,827 homes)
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)

CABLE STATS

Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co, award expected 6/84 (2,000 homes)
Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—award to Nashoba Communications 11/83 (2,306 homes)
Upton—only proposal received from Worster Cablevision Inc (1,600 homes)
Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—proposals under review, award expected by 7/83 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—negotiating with Getty TV, award expected 5/84
Jerome Township—award to Whitney Cablevision
Lake Orion—proposal submitted by Tribune United, Concord Telecommunications and Multi-Cablevision
Monroe—City Council awarded franchise to Communication and CableVision Inc to complete with existing franchised cable system, Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota
Afton, Cottage Grove, St Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—expect RFP to be issued 3/84
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—proposals received from Rite Cable and Dow-Sat Cable of Minnesota
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel Co 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel Co 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—RFP issued, proposals due 4/10/84 (481 homes)
Menahga—award to West Central Tel Co 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St Bonifacius, Excelsior, Deephaven, Woodland Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp, Dundas, Bridgewater Twp, Rice County, Waterford, Twp, Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communciations 10/83 (200 homes)
Oklee—award to Garden Valley Tel Co 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel Co 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel Co 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—plan municipal ownership (1,600 homes)

Missouri
St Louis—proposals received from St Lewis City Communicatioins and St Lewis Cablevision Partners, award expected 4/84 (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—proposals received from Harron Communications and New England Cablevision, award expected 4/84 (1,124 homes)
Pelham—negotiating with Harron Communications (2,500 homes)
Sandown—only proposal from Harron Co (800 homes)
Wolfeboro—negotiating with Community TV (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plan municipal ownership (55,000 homes)

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)
Mayville—award to U.S. Cable 9/26/83 (5,430 homes)
Mt. Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn, Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable—Staten Island, Vision Cable—Northeastern Staten Island, ATC—areas of Queens, Queens Inner Unity Cable—Southern Queens
North Salem—RFP re-issued, deadline extended until 5/31/84 (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 hoems)
Portland—negotiating with Tribune Cable (155 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina
Camden County—drafting RFP
Jackson—statements of interest being accepted (400 homes)
Pamilico County—award to Kounty Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—proposals received from Avon Cable TV and Space Cable of Ohio, award expected 3/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals received from Oberlin Cable Co-Op and Grafton Cable, award expected 2/84 (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9.14.83 (1,500 homes)

Oregon
Amity—award to Eagle Cable Systems Inc 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—preliminary award to Scatcom Cable
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia, Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems, Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications, Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems, new administration waiting from assessment of current proposals (each area 155,000 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—proposals received from Teltran and Southern Cablevision Corp (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—negotiating with Mid Atlantic Network, award expected 4/84 (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communications 2/1/84 (16,697 homes)

Washington
Granger, Toppenish, Wapato, Zilah—award to McCaw Communications 9.83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with Teledata Systems, award expected 4/84 (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—Westel withdrew bid, negotiating with Televents (7,500 homes)

Source: Titsch Communications Inc

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n) 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas, FG
4	Philadelphia	City is divided into N.S.E.W-FP additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FP
9	Clevland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP) 1-BP), Tacoma OP
15	Minneapolis/ St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/ St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	RP
21	Sacramento/ Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/ New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/ New Bedford	OP/OP
34	Orlando/ Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/ Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/ Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/ Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titsch Communications Inc

4/5/84
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PLUS BUSINESS
Focus on addressability

- CAB confab reflects a cautious optimism
- STL Cablevision wins key St. Louis vote
- Pittsburgh pols ponder Warner/TCI deal
- C-SPAN king of (Capitol) Hill at age 5

CableVision

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April 9, 1984

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Spring Construction '84: Rebuilding for profit

CableVision

This Week in Cable, pages 16-26

April 9, 1984, Volume 9, Number 32

UNITED EYES BALTIMORE

Baltimore's latest request for proposals elicits one response, from Denver-based United Cable TV. Caltec Cablevision, a local company involved in the last round of bidding, failed to turn in a second proposal after city officials refused its request to extend the deadline to April 15.

BUYERS FLOCK TO CAB

The Cabletelevision Advertising Bureau's third annual conference, held in New York City, draws more than a thousand attendees—many of them advertising buyers who hold the fate of ad-supported cable in their hands.

A CHANGING OF THE GUARD

Representatives of Warner Amex Cable meet with city officials in Pittsburgh to discuss the proposed sale of its city system to Tele-Communicaitons Inc.

DEARBORN MAYOR NABBED

The mayor of Dearborn Heights, Mich., is indicted by a federal grand jury for extortion, conspiracy and obstruction of justice in connection with franchise bids from five cable companies.

H.R. 4103 ON HOLD

Bright prospects for a quick resolution of conflicts over House Cable legislation dimmed when city and cable negotiators hit a snag over the issues of rate regulation and franchise renewal.

FNN STRIKE GOES ON

The strike against the Financial News Network continued last week, with two striking workers returning to the job.

OAK TAKES A LOSS

Oak Industries reported a 1983 loss of $166 million last week. Meanwhile, executives claim favorable initial results in Oak's test of a new addressable converter.

What's in the Sections

PROGRAMMING 28

Prime of Life Network launched this week with programming fare targeted to one of the fastest growing segments of the U.S. population—adults 45 and over.

MARKETING/ADVERTISING 34

Turner Broadcasting System syndicates Jacques Cousteau's "Amazon." TBS executives explain the syndication trend.

BUSINESS 79

In an analysis of Detroit's cable system, correspondent Stephen Advokat finds Barden Cablevision will have to achieve one of the nation's highest penetration rates to become profitable.

GOVERNMENT & LAW 86

C-SPAN celebrated its fifth birthday last month. President Brian Lamb looks forward to more state and local coverage, and a nationwide fundraising campaign.

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About the cover

Malcolm Farley's illustration highlights this issue's focus on construction.

PLUS

pages 55-78

Rebuilding: a problem and a project

Rebuilding often is necessary to keep an aging plant profitable—and to keep that all-important local franchise. In a special *CableVision Plus* report, we take our readers on a journey from Mineral Wells, Tex., to Malibu, Calif., and beyond, learning how various operators have prepared for the task. Indeed, preparation is the key to the success of the process.

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BPA

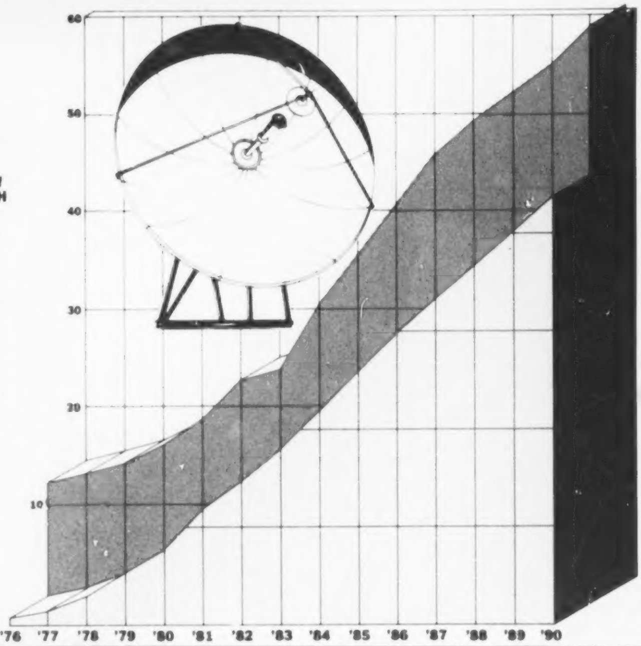
CABLE STATS

Pay/basic cable growth

Legend **Basic Subs** ▨ **Pay Subs** ☐

Year	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,300,000	36	17,900,000	21
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1984-1900 are projections.



Cable barometer

Television households (TVHH)	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable	36.7%
Percent of HP with basic cable	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base,
INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Storytime (text)	8
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
SCAN	3
SPN	3
Trinity	17

Satcom V—Launched 4th quarter 1982, no cable
Satcom I-R—Launched April 7, 1983, no national programming services
Satcom II-R—Launched Sept. 8, 1983, no cable

Westar V (Western Union)	**Transponder**
The American Network	10X
AmSat/DCM	7D
ARTS and Entertainment	12D
BET	12X
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Group W Satellite Corp	7X, 8X, 11D, 12D
Madison Square Garden (Hughes TV Network)	8D
Nashville Network (Group W)	9D
National Jewish Television	12X
SelecTV (Wold Communications)	3D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7D
ON TV	5V, 6V
The Silent Network	9H

Galaxy I (Hughes)	**Transponder**
CBN	11
C-SPAN	13
The Disney Channel	4, 24
GalaVision (SIN)	20
Group W Broadcasting and Cable	2,8,12,22
HBO	23
The Movie Channel	14
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

Galaxy II—Launched Sept. 22, 1983, 1983, no cable
Galaxy III—Projected launch June 1984, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1 ½), Landmark Communications (1), Bonneville International (2 ½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3 ½)
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz
Spacenet III—Presently being built

Source: Titsch Communications Inc.

CABLE STATS

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc	2,766,000 (2/84)
2	American Television and Communications Corp	2,400,000 (12/83)
3	Group W Cable	2,005,469 (1/84)
4	Cox Cable Communications Inc	1,471,032 (2/84)
5	Storer Cable Communications	1,371,000 (12/83)
6	Warner Amex Cable Communications Inc	1,362,000 (12/83)
7	Times Mirror Cable TV Inc	938,200 (2/84)
8	Continental Cablevision	852,000 (2/84)
9	Newhouse Broadcasting[1]	822,141 (2/84)
10	Viacom Cablevision	740,342 (2/84)
11	United Cable Television Corp	670,44[illegible] (1/84)
12	Sammons Communications, Inc	584,588 (2/84)
13	Rogers Cablesystems, Inc	504,508 (2/84)
14	CableVision	479,000 (2/84)
15	Comcast Cable Communications	453,276 (2/84)
16	Telecable Corporation	388,473 (12/83)
17	Jones Intercable	379,980 (2/84)
18	Heritage Communications Group	372,102 (2/84)
19	Capital Cities Cable, Inc	353,080 (2/84)
20	UA Cablesystems Corp	345,000 (2/84)
21	General Electric Cablevision	325,325 (2/84)
22	Wometco Cable TV Inc	278,682 (2/84)
23	Century Communications Corp	270,000 (1/84)
24	Prime Cable Corporation	262,119 (2/84)
25	Multimedia Cablevision, Inc[2]	255,202 (2/84)
26	Centel Cable Television Company	236,535 (2/84)
27	TCA Group	236,498 (2/84)
28	Daniels & Associates Inc	231,364 (1/84)
29	Maclean Hunter Cable TV Ltd	231,293 (1/84)
30	Service Electric Cable TV Inc	189,500 (1/84)
31	American Cablesystems Corp	186,950 (2/84)
32	Scripps Howard Cable Services Co	182,400 (1/84)
33	Colony Communications, Inc	177,015 (1/84)
34	Rollins, Inc	167,000 (1/84)
35	Cable Vision Industries	165,662 (2/84)
36	Cablentertainment	162,648 (2/84)
37	Western Communications	147,923 (2/84)
38	Tribune Cable Communications	147,822 (1/84)
39	McDonald Group	139,585 (6/83)
40	Harron Communications Corporation	121,747 (2/84)
41	Communications Service, Inc	120,371 (3/83)
42	Adams-Russell Communications	117,325 (2/84)
43	Midwest Video Corporation	114,615 (12/81)
44	McCaw Communications	114,600 (2/84)
45	Adelphia Communications	112,988 (2/84)
46	Sutton Capital Group[1]	112,164 (1/84)
47	Buckeye Cablevision	111,658 (2/84)
48	Midcontinent Cable Systems Company[4]	111,571 (12/83)
49	Televents Inc	107,443 (12/83)
50	Falcon Communications	100,000 (12/83)
51	Harris Cable Corporation	98,000 (12/83)
52	Communications Systems, Inc	94,841 (2/84)
53	Armstrong Utilities	94,036 (2/84)
54	Lenfest Group	88,073 (2/84)
55	Multi-Channel TV Cable Company	87,472 (12/83)
56	Summit Communications	85,922 (2/84)
57	McClatchy Newspapers	81,475 (2/84)
58	King Videocable Co	79,404 (2/84)
59	Perry Cable TV Corporation	79,325 (2/84)
60	Palmer Communications	76,403 (2/84)
61	National Telecommunications Corp	76,655 (12/83)
62	Greater Media	76,551 (10/83)
63	US Cable Corp	75,000 (11/83)
64	WEHCO Video Inc	72,246 (2/84)
65	Ultacom Inc	69,382 (1/84)
66	Omega Communications	68,000 (12/83)
67	Acton Corp	67,622 (12/83)
68	The Essex Group	67,000 (2/84)
69	Booth Communications Company	66,972 (2/84)
70	Cable Management Associates Inc	63,200 (2/84)
71	Wabash Cablevision	63,000 (2/84)
72	Sonic Cable TV	62,949 (1/84)
73	Consolidated Cable Systems	59,865 (9/83)
74	Pencor Services, Inc	58,979 (2/84)
75	Marsh Media	55,485 (2/84)
76	Omni Cable TV Corp	53,927 (11/83)
77	Selkirk Communications	53,595 (2/84)
78	The Daily Press	52,000 (2/84)
79	Susquehanna Broadcasting	51,278 (2/84)
80	Matrix Enterprises	43,033 (2/84)
81	Helicon Corporation	42,900 (2/84)
82	Chambers Communications Corp	40,803 (2/84)
83	Simmons Communications	40,549 (2/84)
84	Harte Hanks Communications	40,391 (2/84)
85	Donrey Cablevision	40,163 (2/84)
86	Joseph Gans	38,901 (12/83)
87	National Cablesystems Inc	37,035 (12/83)
88	Combined Cable Corporation	37,000 (2/84)
89	Clear TV Cable Corporation	36,949 (12/83)
90	Masada Corporation	35,500 (2/84)
91	New England Cablevision, Inc	33,498 (1/84)
92	Multivision Group	32,885 (2/84)
93	Cable Holdings, Inc	32,185 (2/84)
94	Wisconsin Cablevision and Radio Co., Inc	31,973 (2/84)
95	Star CATV Investment Corp	31,714 (2/84)
96	First Carolina Communications Inc	30,400 (2/84)
97	Southern Cablevision	30,000 (4/83)
98	United Video Management	29,760 (12/83)
99	Mid America Media	29,285 (1/84)
100	United Broadcasting Company	28,000 (11/83)

1 Includes MetroVision, NewChannels, Vision Cable
2 Includes Tar River Communications
3 Includes owned and partially owned systems
4 Includes systems owned and with controlling interest
Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	239,669	(2/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	171,930	(2/84)
7	East Orange, NJ	Maclean Hunter	157,711	(1/84)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	129,000	(2/84)
10	Tulsa, OK	United Cable	111,771	(1/84)
11	Audubon, NJ	NYT Cable	110,275	(1/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Baltimore County, MD	Comcast Cable	105,729	(2/84)
14	Erie County, NY	Prime Cable Corp	102,719	(2/84)
15	Tidewater (Norfolk), VA	Cox Cable	102,073	(2/84)
16	San Jose, CA	Gill Industries	102,000	(2/84)
17	Austin, TX	ATC	98,900	(12/83)
18	Honolulu, HI	ATC	97,100	(12/83)
19	Memphis, TN	ATC	94,300	(12/83)
20	Seattle, WA	Group W Cable	93,403	(1/84)
21	Central Islip, NY	Viacom Cablevision	92,773	(2/84)
22	Jefferson Parish/Kenner, LA	Cox Cable	92,251	(2/84)
23	Toledo, OH	Buckeye Cablevision	91,657	(2/84)
24	Jacksonville, FL	Continental	90,500	(12/83)
25	Manhattan, NY	Group W Cable	87,613	(1/84)
26	Englewood, CO	United Cable	86,432	(1/84)
27	San Francisco, CA	Viacom Cablevision	84,640	(2/84)
28	Greater San Juan, PR	Harris Cable	83,000	(12/83)
29	Grand Rapids, MI	General Electric	79,800	(2/84)
30	San Diego, CA	ATC	78,900	(12/83)
31	Wilmington, DE	Rollins Cable	78,800	(1/84)
32	Wichita, KA	Multimedia Cablevision	77,611	(12/83)
33	Dallas, TX	Warner Amex	76,059	(12/83)
34	Seattle, WA	Viacom Cablevision	75,670	(2/84)
35	Pittsburgh, PA	Warner Amex	72,045	(12/83)
36	Phoenix, AZ	Times Mirror	67,992	(2/84)
37	Richmond/Henrico County, VA	Continental	66,106	(2/84)
38	New Orleans, LA	Times Mirror	66,085	(2/84)
39	Omaha, NE	Cox Cable	65,871	(2/84)
40	South Bend, IN	Heritage	65,126	(2/84)
41	Charlotte, N.C	ATC	64,600	(12/83)
42	Broward County, FL	Storer	64,166	(2/84)
43	Baton Rouge, LA	Daniels & Assoc	63,916	(1/84)
44	Tacoma, WA	Cable TV of Puget Sound	63,760	(2/84)
45	Cleveland Heights, OH	Viacom Cablevision	63,688	(2/84)
46	Louisville, KY	Times Mirror	63,213	(1/84)
47	Santa Monica, CA	Group W Cable	63,124	(1/84)
48	Jefferson County, KY	Storer	63,044	(2/84)
49	Columbus, OH	Warner Amex	62,523	(12/83)
50	Pompano Beach, FL	American Cablesystems	62,000	(2/84)
51	Oklahoma City, OK	Cox Cable	60,548	(2/84)
52	Buffalo, NY	Cablescope	60,439	(1/84)
53	El Paso, TX	Group W Cable	60,198	(12/83)
54	Santa Barbara, CA	Cox Cable	60,156	(1/84)
55	Allentown, PA	Service Electric Cable	60,000	(1/84)
56	St. Petersburg, FL	Group W Cable	59,834	(1/84)
57	Boston Complex (Malden), MA	Warner Amex	59,753	(2/84)
58	Flint, MI	Comcast Cable	58,621	(2/84)
59	Kansas City, MO	ATC	59,100	(12/83)
60	Allentown, PA	Twin County Cable	58,500	(8/83)
61	Snohomish County, WA	Viacom Cablevision	58,423	(2/84)
62	Akron, OH	Warner Amex	58,339	(12/83)
63	Indianapolis, IN	Wabash Cablevision	58,000	(2/84)
64	Monterey, CA	Western Communications	57,646	(2/84)
65	Sarasota, FL	Storer Cable	57,014	(2/84)
66	Harrisburg, PA	Sammons	56,630	(2/84)
67	Hartford, CT	Times Mirror	55,132	(2/84)
68	New Britain, CT	United Cable	55,128	(1/84)
69	Chicago Suburbans (Oak Park), IL	CableVision	55,000	(1/84)
70	Columbus, OH	Coaxial Communications	54,300	(1/84)
71	Des Moines, IA	Heritage Communication	54,167	(2/84)
72	Binghamton, NY	NewChannels Corp	53,790	(2/84)
73	Las Vegas, NV	Times Mirror	53,226	(2/84)
74	Clearwater, FL	Newhouse Broadcasting	53,000	(2/84)
75	New Haven, CT	Storer	52,884	(2/84)
76	Port Arthur, TX	TCI	52,470	(12/83)
77	Knoxville, TN	TeleScripps	51,777	(2/84)
78	Shreveport, LA	ATC	51,400	(12/83)
79	Bridgeport, CT	CableVision	51,160	(1/84)
80	Canton, OH	Warner Amex	51,086	(12/83)
81	Westchester County, NY	UA Cablesystems	51,000	(2/84)
82	Charleston, SC	Storer	50,728	(2/84)
83	Atlanta, GA	Prime Cable	50,710	(2/84)
84	Jackson, MS	ATC	50,700	(12/83)
85	Escondido/San Diego, City., CA	Times Mirror	50,680	(2/84)
86	Nashville, TN	Viacom	50,399	(2/84)
87	San Rafael, Marin Cty., CA	Viacom	50,073	(2/84)
88	Reading, PA	ATC	50,000	(12/83)
89	Chattanooga, TN	TeleScripps	51,611	(2/84)
90	Lexington, KY	Telecable Corp	48,145	(12/83)
91	Peoria, IL	General Electric	48,100	(2/84)
92	Quint Cities, IL	Cox Cable	48,093	(2/84)
93	Northridge, CA	Cable America	48,000	(1/84)
94	Winston-Salem, NC	Summit Communications	47,752	(2/84)
95	Albuquerque, NM	Tribune Cable	47,439	(1/84)
96	Albany, NY	ATC	46,700	(12/83)
97	Worcester (Leicester), MA	Greater Media	46,608	(10/83)
98	Birmingham, AL	ATC	46,600	(12/83)
99	Spokane, WA	ATC	46,179	(2/84)
100	Hillsborough, FL	Group W Cable	46,000	(1/84)

1 Includes Orlando, FL and Melbourne, FL
Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

4/16/84
C8920-2

PLUS
MARKETING
Cable in Sweden

- Wheeler bids NCTA adieu for top slot at NABU
- More MSOs question CCI commitment
- Turner, ABC explore ESPN purchase
- C-SPAN turning cameras on NCTA

CableVision™
The news and features weekly of the cable television industry
April 16, 1984

Escape from oblivion: Rescuing box-office bombs

Scene from 'Heaven's Gate'

CV1FU20814GAR452 5150/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

CableVision

This Week in Cable, pages 14-20

April 16, 1984, Volume 9, Number 33

WHEELER LEAVES NCTA HELM

NCTA President Tom Wheeler, after five years at the helm of the industry's chief organization, resigned last week amid kudos from both allies and adversaries. After June, he leaves to join NABU, a cable computer software company scheduled for U.S. launch this spring.

C-SPAN TO COVER NCTA

C-SPAN will cover this year's NCTA convention live and in-depth this June, with 25 hours of general session and call-in shows planned around the event.

MAJOR PLAYERS EYE ESPN

Talks heat up over the impending sale of ESPN, now owned by Texaco oil company as a result of its recent Getty buyout. Turner Broadcasting, ABC—and possibly CBS—are said to have expressed varying degrees of interest. Texaco says a deal won't happen in the immediate future, but indicated it is going to sell ESPN.

MSOS QUESTION CCI FUNDING

More concern emerges among Council for Cable Information board members, as more MSO questions arise over the level of anticipated funding for the industry's image campaign. But CCI officials maintain that all will go as planned.

JAWBONING OVER CABLE BILL

National cable legislation negotiations continued last week with more major concessions on both sides. This latest round ensures that if any bill makes it to mark up this spring, it certainly won't resemble its industry-backed prototype, H.R. 4103.

PROGRAMMING 24

Pro Am Sports, the Detroit-based regional pay service poised to launch this spring, scours the Midwest, especially Michigan, looking for affiliates. So far, it's a real challenge match, as correspondent Stephen Advokat reports.

MARKETING/ADVERTISING 26

Offering commercial production services to local advertisers often can help a sales person close the sale. The commercial production coordinator of Metrovision's Southwest Cook County system in suburban Chicago shares his system's story.

BUSINESS 43

Local officials in suburban Chicago are caught by surprise by Warner Amex Cable's plans to sell its area systems.

GOVERNMENT & LAW 48

Cable industry interpretations of the 1976 Copyright Act were rejected soundly by the copyright office last week, hitting the industry in its bottom line. NCTA vows to continue the fight in the courts and on Capitol Hill.

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About the cover

This week's cover illustration features a scene from *Heaven's Gate*, a movie that failed to garner mass appeal in the box office but is getting a second chance on cable.

PLUS pages 27-42

A second chance for box office flops

In the days B.C.—before cable—a theatrical release that garnered critical praise but failed to do well at the box office often got consigned to oblivion, or possibly, art film houses. As a result, only a relatively few film aficianados got the opportunity to experience such product. Then, there are box office bombs such as *Heaven's Gate*, which may have deserved the panning they got, but have become curiosity pieces simply because of their cost and pre-release hype. Cable is providing a second chance for such product. Also in *Plus*, we look at the development of cable and alternate TV technologies in Sweden, a country known not only for fine films, but for technological innovation.

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Dean J. Kilpatrick, Executive Vice President
Chief Operating Officer
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

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BPA

CABLE STATS

Cable services subscriber count

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 1/31	
Arts and Entertainment	NA	9,000,000	NA	
Black Entertainment Television (BET)	291	6,000,000	+8.3	
Cable News Network (CNN)	4,555	25,140,000	NC	
CNN Headline News	1,073	10,560,000	NC	
C-SPAN America's Network	1,750	17,000,000	+2.9	
CBN Cable Network	4,000	23,000,000	NC	
Country Music Television	68	1,700,000	NA	(1/84)
Entertainment & Sports Programming Network (ESPN)	7,629	30,200,000	+3.0	
Eternal Word Television Network (EWTN)	139	1,900,000	+13.9	
Financial News Network (FNN)	NA	15,100,000	+3.9	
The Learning Channel	500	4,000,000	NA	(1/84)
Lifetime	1,716	17,409,067	+8.0	
Modern Satellite Network (MSN)	492	9,245,590	+.71	
Music Television (MTV)	2,200	18,400,000	NC	
The Nashville Network (TNN)	1,636	12,600,000	+3.0	
National Christian Network (NCN)	98	1,200,000	NC	
National Jewish Television (NJTV)	179	3,570,000	+5.1	
Nickelodeon	3,000	17,600,000	NC	
PTL Television	900	10,000,000	NC	
Satellite Program Network (SPN)	488	10,875,142	+25	
Silent Network	130	5,000,000	+44	
SIN Television Network[1]	251	28,068,000	NC	
Trinity Broadcasting Network	327	3,882,000	+4.5	
USA Network	4,000	22,600,000	+7.0	
The Weather Channel	1,170	11,300,000	+4.4	
WGN	5,142	12,983,970	-3.4	
WOR	949	4,522,048	-1.5	
WTBS	6,094	29,330,000	NC	

Pay service

Bravo	131	189,000	+2.1	
Cinemax	2,100	2,700,000	NC	
The Disney Channel	1,111	800,000	+.87	
GalaVision	200	130,000	NC	
Home Box Office (HBO)	5,400	13,500,000	NC	
Home Theater Network (HTN)	400	267,000	+2.6	
The Movie Channel (TMC)	2,850	2,900,000	+10.3	
The Playboy Channel	399	656,000	+2.0	
Showtime	3,000	5,000,000	+5.0	

Audio service

Cable Jazz Network	6	25,800	+3.1	
Lifestyle	174	2,500,000	NC	
Love Sounds	2	10,000	NA	
Moody Bible Institute	30	466,992	+12.2	
Nice and Easy	8	29,115	+45	
Satellite Jazz Network	13	800,000	NC	
Satellite Radio Network	50	400,000	NA	(1/84)
SCAN	34	144,000	NA	
WFMT	163	861,596	+5.5	

Text service

AP News Cable	400	4,700,000	+4.3	
Dow Jones Cable News	155	1,750,000	NC	
Electronic Program Guide (EPG)	153	2,845,629	+5.7	
Genesis Storytime	22	273,303	NA	(3/15/84)
Reuters News View	350	4,100,000	NC	
UPI Newscable	510	NA	NA	

Non-satellite-fed national services

Bicycled service

The CableShop	11	250,000	NC
Fuji Network	5	3,286	-3.5
Nippon Golden Network	5	8,105	NC
The Pleasure Channel	10	12,500	NC
Vector Consumer News	12	300,000	NC
Vector Consumer Shopping Guide	20	450,000	NC

Regional entertainment services

Regional services

Atlanta Interfaith	7	126,000	NC	
Atlantis Entertainment Network	5	9,800	NA	(1/84)

Basic service	Affiliates	Subscribers	% change in subs from 1/31	
Bay Area Religious Channel (BARC)	2	6,000	NA	(1/84)
Buffalo Sabres Hockey	13	435,000	-3.4	
Festival-The Texas Cable Network	6	541,000	NC	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	11	16,287	+7.1	
Home Sports Entertainment (Pittsburgh)	9	6,600	+9.0	
Life Newsvision (Chicago Suburbs)	7	11,000	NC	
Madison Square Garden	51	1,615,000	+.93	
Meadows Racing Network	18	273,000	+.73	
MetroChannel	4	110,000	+7.3	
Newsday Cable	1	225,000	+.44	
PRISM-Philadelphia	90	365,000	-1.9	
Sonics Superchannel	10	25,000	NC	
SportsChannel (New England)	42	54,000	+5.6	
SportsChannel (New York)	34	345,000	+1.7	
SportsVision	14	15,000	NC	
Sportsvue Network	NA	NA	NA	
Video Music Channel	24	267,804	+10.4	
Z-Channel	25	96,426	82	

Announced services

Non-satellite-fed service	Expected launch
The Games Network	4/84

Regional service

Box Seat	Summer 1984
Home Team Sports	4/84
Pro-Am Sports	4/84
Sports Time (Anheuser, Multimedia, TCI)	4/84

Satellite-fed service

Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	5/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Episcopal TV Network	TBA
Just For Listening	TBA
Kidvid Network	6/84
Magicable	TBA
M-Net	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Channel	4/84
The Nostalgia Network	TBA
The Pleasure Channel	Late 1984
Prime of Life Network	4/84
The Professional Education Network	4/84
Star Video Music	6/84
The UN Channel	NA
The Work Channel	TBA
WPIX	5/84

Note: Subscriber and affiliate counts are as of 2/29/84 unless otherwise indicated
NA denotes not available
NC denotes no change
TBA denotes to be announced

[1] Total SIN reach

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks during March 1984.

Arts and Entertainment
Ford (R)
Twentieth Century-Fox (R)

BET
Anheuser-Busch (R)
Avon (R)
Burger King (N)
Campbell Soup Co. (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Eastman Kodak (N)
Ford Division (R)
General Mills (N)
Hershey (R)
Home Box Office (R)
Johnson & Johnson (N)
Kraft (R)
Labor Institute of Public Affairs (N)
McDonald's Corp. (N)
Mobil Oil (R)
Nike (N)
J.C. Penney Co. (N)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line Corp. (N)
Quaker Oats (R)
Sears (R)
Showtime/The Movie Channel (R)
Thompson Medical (R)
U.S. Marines (R)
U.S.P.S. Express Mail (N)
Westinghouse (N)
Wrigley's (R)

CBN Cable Network
Alpo (R)
American Home Products (R)
Armour-Dial (R)
Campbell's (R)
Carter Wallace (R)
Coleman (N)
General Foods (R)
Kalcan (R)
T.J. Lipton (R)
Mobile Hefty (R)
Nestle (R)
Ocean Spray (N)
Prince Foods (N)
Tonka (N)

C-SPAN
AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

Dow Jones Cable News
Charles Schwab (R)

ESPN[1]
AC-Delco (N)
Ace Hardware (R)
Audi (N)
Bianchi Cut Tournament (N)
Blue Coral (N)
Bermuda Tourism (N)
Castrol (R)
Coleco (R)
Compaq (N)
Dave Peltz Featherlites (N)
Dodge (R)
Donnay (N)
Dunlop (R)
Gates Rubber (N)
General Foods (R)
GMAC (N)
Golf Digest (R)
Igloo (N)
Jamacia Tourism (N)
Mighty Distributing System of America (N)
1984 Can-Am (N)
Phillips Petroleum (N)
Suzuki (R)
Texas Instruments (R)
Weberg Barbeque Grills (N)

Financial News Network
Air Florida (N)
American Airlines (R)
American Express (N)
AT&T (R)
Buick (N)
Clayton Brown (R)
Chrysler (N)
Dean Witter (R)
First Trading Group (R)
Ford Corp. (N)
Ford Motor Co. (N)
GMAC (N)
Goodyear (R)
International Trading Group (R)
Kansas City Board of Trade (N)
Merrill Lynch (R)
Northwest Mutual Life (R)
Northwest Orient Airlines (R)
Oldsmobile (N)
Paine Webber (R)
Prudential-Bache (R)
Sears Financial Network (N)
Sperry (N)
Standard and Poor's (R)
Texas Instruments (R)
Value Line (N)
W.R. Grace (N)

MSN[2]
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Motors (R)
Hershey Foods (R)
Mattel, Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Peabody Coal Co. (R)
Phillip Morris Inc. (R)
Upjohn, Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

SIN
American Home Products (R)
California Milk Advisory Board (R)
Chevron USA Inc. (R)
Del Monte Beverages (R)
K-Mart (R)
Miller Brewing Company (R)
Union Carbide (R)

SPN
Activision (R)
Air New Zealand (R)
American Home Products (R)
American Photographer (R)
Brown Shoe (R)
Gerber (R)
Globe Trotter Tours (R)
International Playtex (R)
Kimberly Clark (R)
Knight Tailors (R)
Look Sports (N)
Maxell Recording Tape (N)
Meat Export Development Co. (R)
Mennen Co. (R)
MGM (R)
Mr. Coffee (R)
Nikon (R)
Nordica USA (N)
Olin (N)
Pacific Airlines (R)
Pacific Dateline Tours (R)
Purex (N)
Questor (R)
Trak Skis (N)

USA Network
American Honda (R)
Anderson Corp. (R)
Bubble Yum (R)
Chrysler Corp. (R)
Honda (N)
Kohler (R)
Mattel (R)
Nabisco Brands (R)
National Coffee Assoc. (R)
Nestle (N)
Oldsmobile (R)
Pepsi-Cola (R)
Pfizer Inc. (N)
Phillips Petroleum (N)
Pony Shoes (N)
Procter & Gamble (R)
Ralston Purina (N)
Ramada Inn (R)
G.D. Searle (R)
State Farm (N)
Texas Instruments (R)
Tri-Star Pictures (N)
U.P.S. (R)
Wang (N)

The Weather Channel
Ace Hardware (N)
American Gas Association (R)
American Motors Corporation (R)
Anco Wiper Blades (R)
California Tree Fruit Agreement (N)
Champion Spark Plugs (R)
Emerson Electric (N)
Ford Division (R)
Kellogg Company (R)
Kraft Foods (N)
Lennox Industries (R)
J.C. Penney (N)
Phillips Petroleum (R)
Procter & Gamble Co. (R)
Quaker Oats Co. (R)
Ralston Purina (R)
Richardson-Vicks (R)
G.D. Searle (R)
Sears Portrait (R)
Sterling Drug (R)
Union Carbide (N)
United Airlines (R)

R denotes renewal client
N denotes new client
Total advertising clients for March
[1] 58 clients, [2] 72 clients

Source: Advertising clients are provided by the program services to Titsch Communications Inc.

PLUS
BUSINESS
Videotex and cable: Fast chums?

- **Warner Amex kills Pittsburgh pay sports channel**
- **CCI mounts defense in wake of MSO criticism**
- **Intelsat woos global cable business**
- **Turner's Bevins talks ESPN**

CableVision™

The news and features weekly of the cable television industry

April 23, 1984

Concepts

Technologies

Software

Telco thrust

CableVision

This Week in Cable, pages 15-22

April 23, 1984, Volume 9, Number 34

NCTA FLEXES COPYRIGHT ACT

U.S. District Court rejects movie industry motion to drop NCTA suit; instead, the court will consider NCTA's plea for a more flexible interpretation of the Copyright Act.

COUNCIL DEFENDS SLOGAN

The Council for Cable Information, facing criticism from several key MSO supporters, defends the strategy for its $6 million cable image-building campaign. Meanwhile, a tentative campaign slogan, "Nobody knows you like cable," is unlikely to survive.

INTELSAT EYEING WORLDWIDE TRANSMISSIONS

The cable industry has yet to look at the possibilities of worldwide transmissions. Intelsat's director general wants all that to change.

W-A SCALEBACKS

Warner Amex Cable shuts down its Home Sports Entertainment regional pay service in Pittsburgh; lack of profit potential is cited as the reason. Meanwhile, the would-be merger of HSE operations in Dallas and Houston with Washington Post-Cablevision's SportsChannel appears to have fallen apart.

MAYOR TESTY ABOUT TWO-WAY

Miami's mayor, Maurice Ferre, backs off from his threat to legislate a ban on two-way cable polling. But His Honor remains concerned about potential abuses.

DISNEY RATE TEST SLATED

Amid concerns that The Disney Channel's pricing is too high, the service expects to begin a rate test in certain selected markets.

PROGRAMMING 24

SIN TV Network's *Noticiero* newscast undertakes its first exit poll, part of the highly-rated program's ambitious 1984 Presidential campaign coverage.

MARKETING/ADVERTISING 26

Four of the top winners of this year's "Mission Accomplished" awards, presented by the Cabletelevision Advertising Bureau, share their systems' strategies for developing innovative advertising and promotional tie-ins.

BUSINESS 43

Five months after launching the nation's first commercial DBS service, United Satellite Communications Inc. reveals it has signed up more than 11,000 subscribers in a seven-state area. Three markets added in the last few months—Philadelphia, Baltimore and Washington, D.C.—report the heaviest volume of orders.

GOVERNMENT & LAW 47

FCC finally rejects Turner's long-standing petition to reconsider its must-carry requirements. Meanwhile, telcos and cable operators battle to stake out their turf.

Departments

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About the cover
Art Director Brad Hamilton designed this week's computer-generated cover illustration highlighting videotex.

pages 30-40

PLUS

Cable passing up videotex venue?
As conferees descend on Chicago for Videotex '84, cable's role in the industry remains uncertain and, perhaps, on the downswing. While the telcos pursue the potential of videotex, cable operators, even those with two-way capability, appear to have a diminished interest in its potential. As Senior Editor Fred Dawson reports in *CableVision Plus*, cable interests could be missing out on an opportunity, one that the telcos well recognize. Also, Associate Editor Sally Russell reports on videotex ventures now underway.

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Dean J. Kilpatrick, Executive Vice President/
Chief Operating Officer
Michael Borer, Chief Financial Officer
Joyce Hemmen, Director of Operations

Michael B. McCready, Vice President/Publisher
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BPA

CABLE STATS

Film product comparison—April

Film	Pay Networks					Distributor
Adam's Woman					MAX	Warner Bros
Alice's Adventures in Wonderland		ST				Muller Media
Anastasia				(HTN)	MAX*	20th Century-Fox
And Now For Something Completely Different	HBO					Columbia
Anna to the Infinite Power	HBO					Film Galaxy
Aroud the World in 80 Days			TMC		MAX	Warner Bros
Author! Author!	(HBO)	ST*	(TMC)	(HTN)	(MAX)	20th Century-Fox
Baby, It's You		ST*				Paramount
Bad Boys					MAX*	AFD
Barefoot in Athens				HTN*		Enter-Tel
Best Years of our Lives		(ST)			MAX*	Samuel Goldwyn Co
The Betsy		(ST)	(TMC)		MAX*	Lorimar
Bhowani Junction		ST				MGM/UA
Big Mo			TMC			Wescom
Billy Jack	HBO*		TMC			Warner Bros
The Black Stallion Returns		ST	TMC	HTN		MGM/UA
Black Sunday	HBO					Paramount
Bob The Gambler					MAX*	Columbia
The Boogens		(ST)	TMC			Sy Fischer
Bridge on the River Kwai		(ST)			MAX*	Columbia
Bugs Bunny's 3rd Movie 1001 Rabbit Tales	HBO	(ST)		HTN		Warner Bros
Casey's Shadow				HTN*	(MAX)	Columbia
The Cay				HTN		Universal
Challenge for Robin Hood	HBO					Warner Bros
Cheech & Chong Still Smokin'		ST	TMC			Paramount
The Cold Room	HBO					Jet
Confessions From A Holiday Camp		ST*				Columbia
Cops & Other Lovers		ST				Cinema Signal
The Cowboy And The Lady		ST*				Samuel Goldwyn Co
Cracking Up	HBO		TMC			Warner Bros
Creepshow	(HBO)	ST*	(TMC)			Warner Bros
Cujo		ST	TMC		MAX	Warner Bros
Dark Places		ST				Castle Hill
Dead Men Don't Wear Plaid	HBO	(ST)	TMC*			Universal
Deadly Eyes	(HBO)		TMC*			Warner Bros
Deathtrap	(HBO)	ST	TMC*		MAX	Warner Bros
The Deep		(ST)		(HTN)	MAX*	Columbia
Devil's Brother		ST				MGM/UA
Diva	(HBO)	ST	(TMC)			UA Classics
Dog Day Afternoon		ST				Warner Bros
A Dog of Flanders				HTN		UPA Productions
The Dorm That Dripped Blood		ST*				Wescom
Dot & the Bunny		ST*	TMC			Satori
Dusty	(HBO)	ST	(TMC)			Castle Hill
Emanuelle of Taboo Island					MAX	Wrightwood Enter
Embryo			TMC*			Viacom
Enchantment		(ST)			MAX	Samuel Goldwyn Co
End of August			TMC			Quartet
The Entity	(HBO)	(ST)	TMC*			20th Century-Fox
Evil speak		ST				Frank Moreno
Exposed	HBO		TMC			MGM/UA
Fast Walking		(ST)			MAX*	Lorimar
Firefox	(HBO)	ST	(TMC)	(HTN)	MAX	Warner Bros
Fiona		ST			(MAX)	Rumson Film
First Blood	(HBO)				MAX*	Anabasis Invest
The First Deadly Sin					MAX	1st Deadly Sin Co
Flashdance		(ST)	TMC*			Paramount
Frances	HBO*				(MAX)	AFD
The French Lieutenant's Woman		(ST)	(TMC)		MAX*	MGM/UA
Frightmare			TMC			Atlantic
From Here to Eternity			TMC*		MAX*	Columbia
Garden of the Finzi-Continis			TMC			Almi
Give Us Barabbas				HTN		Enter-Tel
Glacier Fox	(HBO)	ST				Samuel Goldwyn Co
Glass Menagerie				HTN*		20th Century-Fox
The Godfather	HBO*	(ST)	(TMC)		(MAX)	Paramount
The Godfather Part II	HBO	(ST)	(TMC)		(MAX)	Paramount
Going Hollywood			TMC			Castle Hill
Greased Lightning			TMC			Warner Bros
Happy Hooker Goes to Washington		ST				Cannon
Hammett	HBO*		(TMC)			Warner Bros
The Hanging Tree					MAX	Warner Bros
The Happy Years		ST				MGM/UA
Harry Tracy	HBO*					Movie Store
Heaven's Gate			TMC			MGM/UA
Hello, Frisco, Hello				HTN*		20th Century-Fox
Her Twelve Men		ST				MGM/UA
High Road To China	HBO				(MAX)	Galaxy Films
Honkytonk Man	(HBO)	(ST)	TMC*	(HTN)	MAX	20th Century-Fox
Hot Touch	HBO*					20th Century-Fox
How I Won The War			TMC*			MGM//UA
The Hungry I Reunion					MAX*	One Pass Media
I Am The Cheese			TMC*			Almi Group
I See a Dark Stranger					MAX	20th Century-Fox
If You Could See What I Hear	(HBO)	ST*			(MAX)	Shelter Films
The Inn Of The Sixth Happiness				(HTN)	MAX*	20th Century-Fox
Jesse James				HTN*		20th Century-Fox
Jesus			TMC	(HTN)	MAX	Warner Bros
Joan Of Arc					MAX*	Leo Gutman
Jouney to the Center of the Earth				HTN		20th Century-Fox
Just Tell Me What You Want					MAX	Warner Bros
Kim		ST				MGM/UA
La Cage Aux Folles II			TMC*			MGM/UA
Lady Chatterley's Lover		(ST)	TMC		MAX	Viacom
The Lady in Red		(ST)			MAX	Viacom
The Last American Virgin					MAX	Viacom
The Last Chase					MAX	AFD
Lone Wolf McQuade	HBO					Orion
Looker					MAX	Warner Bros
The Lords of Discipline		ST				Paramount
Love At First Bite		(ST)	(TMC)		MAX*	Viacom
The Magic Flute				HTN*		Castle Hill
Man From Clover Grove		ST				Lord Byron
Man Who Couldn't Get Enough			TMC			Muller Media
Man Who Saw Tomorrow			TMC		MAX	Warner Bros
Man, Woman & Child		ST				Paramount
Manny's Orphans				HTN		Castle Hill
Marathon Man	HBO					Paramount
Mary White				HTN		UPS Production
Max Dugan Returns	HBO	ST	TMC	HTN		20th Century-Fox
Megaforce	(HBO)				MAX*	Film Gallery
The Mirror Crack'd	HBO				(MAX)	AFD
Missing	(HBO)	(ST)	TMC*	HTN*		Universal
Monsignor	(HBO)	(ST)	TMC*			20th Century-Fox
The Music Man					MAX	Warner Bros
Mother Lode	HBO	ST	TMC			Atlantic
My Bodyguard			TMC		MAX	Prime Time
My Lady Fair			TMC*	(HTN)	(MAX)	CBS
My Favorite Year	(HBO)	(ST)	(TMC)	(HTN)	MAX*	MGM/UA
Mystery of the Million Dollar Hocky Puck				HTN		AIP
Nana		ST			MAX	Viacom
Nine Hours to Rama				HTN*	(MAX)	20th Century-Fox
Oh, You Beautiful Doll				HTN*		20th Century-Fox
O'Hara's Wife	HBO*		TMC			Albacore
Odyssey to the Pacific			TMC	HTN		Universal
Oliver	HBO		TMC*	HTN*	(MAX)	Columbia
On the Waterfront			TMC*	(HTN)	MAX*	Columbia
The Outsiders	HBO*	(ST)	(TMC)			Warner Bros
Pandemonium			TMC			MGM/UA
Pennies from Heaven		ST	(TMC)			MGM/UA
Personal Best	HBO	(ST)	TMC		(MAX)	Warner Bros
The Personals	HBO					Viacom
Pink Motel			TMC			Wescom
Poltergeist	(HBO)	ST*	(TMC)		(MAX)	MGM/UA
Pony Soldier				HTN		20th Century-Fox
Ralapian					MAX	MGM/UA
Raw Force		ST				American Panorama
Reds	(HBO)	(ST)	TMC*			Paramount
Safar		(ST)	TMC			MGM/UA
Same Time Next Year	(HBO)	ST	(TMC)		(MAX)	Universal
Savannah Smiles	(HBO)	ST*	(TMC)		(MAX)	Embassy
Second Thoughts	HBO					AFD
Sherlock Holmes And The Hound of The Baskervilles		ST	(TMC)			Leo Gutman

CABLE STATS

Film	Pay Networks					Distributor
Sherlock Holmes In Washington		ST*	(TMC)			Leo Gutmen
Sherlock Holmes Pursuit to Algiers		ST	(TMC)			Leo Gutman
Sherlock Holmes Secret Weapon		ST	(TMC)			Leo Gutman
Sherlock Holmes Terror by Night		ST	(TMC)			Leo Gutman
Silent Rage	HBO				(MAX)	MGM/UA
Silver Dream Racer	HBO					Almi
Sink the Bismark				(HTN)	MAX	20th Century-Fox
Six Pack	(HBO)	ST*	(TMC)	(HTN)	(MAX)	20th Century-Fox
Some Kind of Hero	HBO		TMC			Paramount
The Song of Bernadette				HTN		20th Century-Fox
Special Section				HTN		Universal
Street Music			TMC			Specialty Films
Super Fuzz	HBO				(MAX)	Embassy
Superman III	HBO	ST	TMC	HTN		Warner Bros
Table for Five	(HBO)	(ST)	(TMC)	HTN*		Columbia
Tempest	(HBO)		(TMC)	HTN*	(MAX)	Columbia
10 To Midnight			TMC			20th Century-Fox
Tender is the Night				HTN	MAX	20th Century-Fox
Tender Mercies	HBO*					AFD
The Thing		ST	(TMC)			Universal
Tim					MAX	Sambri
Tin Pan Alley				HTN*		20th Century-Fox
To Begin With		ST				20th Century-Fox
Touched				HTN		20th Century-Fox
Tough Enough	(HBO)	ST*				20th Century-Fox
The Toy	(HBO)	(ST)	TMC*	(HTN)	(MAX)	Columbia
The Triumphs of A Man Called Horse	HBO*		(TMC)			Sandy Howard
Under Capricorn					MAX*	Leo Gutman
The Unseen	HBO*					Viacom
Used Cars	(HBO)				MAX*	Columbia
Victor/Victoria	(HBO)	(ST)	TMC*	HTN*	(MAX)	MGM/UA
Waltz Across Texas	(HBO)	(ST)	(TMC)	HTN		Atlantic Releasing
Warlords of the 21st Century			TMC			Viacom
Way of the Wind		ST				Best Film & Video
Welcome to LA			TMC			MGM/UA
White Buffalo			TMC*		(MAX)	MGM/UA
Whose Life Is it Anyway		ST				MGM/UA
Woman Next Door			TMC*		(MAX)	MGM/UA
The World According To Garp					MAX	Warner Bros
Z			TMC		(MAX)	Almi Group

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in November. December, 1983, January, February and/or March 1984

- An asterisk indicates that the film is a carry-over from November, December 1983, January, February and/or March 1984

- In total, 183 films appear on the April schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months, seven films have played on all five services, 14 films have played on four of the five services, 21 on three services and 49 on two services. 92 films were unduplicated

- Two motion picture distributors, Warner Bros & 20th Century-Fox tie with the most titles on pay TV this month with 24 each, followed by MGM/UA with 21

- "Superman" sequel number "III" is featured on all program guide covers of the pay TV services for this month. The Stephen King thriller, "Cujo," appears on HBO/Cinemax and TMC guides. Also featured on the HBO/Cinemax guide cover is the three-part mini-series "The Far Pavilions."

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,766,000	(12/83)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	2,005,469	(1/84)
4	Cox Cable Communications Inc	1,471,032	(2/84)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc	1,362,000	(12/83)
7	Times Mirror Cable TV Inc	938,200	(2/84)
8	Continental Cablevision	852,000	(2/84)
9	Newhouse Broadcasting[1]	822,141	(2/84)
10	Viacom Cablevision	740,342	(2/84)
11	United Cable Television Corp	670,444	(1/84)
12	Sammons Communications, Inc	504,588	(2/84)
13	Rogers Cablesystems, Inc	504,508	(2/84)
14	CableVision	479,000	(2/84)
15	Comcast Cable Communications	453,276	(2/84)
16	Telecable Corporation	388,473	(12/83)
17	Jones Intercable	379,980	(2/84)
18	Heritage Communications Inc	372,102	(2/84)
19	Capital Cities Cable, Inc	353,080	(2/84)
20	UA Cablesystems Corp	345,000	(2/84)

[1] Includes MetroVision, NewChannels, Vision Cable
Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	239,669	(2/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	171,930	(2/84)
7	East Orange, NJ	Maclean Hunter	157,711	(1/84)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	129,000	(2/84)
10	Tulsa, OK	United Cable	111,771	(1/84)
11	Audubon, NJ	NYT Cable	110,275	(1/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Baltimore County, MD	Comcast Cable	105,729	(2/84)
14	Erie County, NY	Prime Cable Corp	102,719	(2/84)
15	Tidewater (Norfolk), VA	Cox Cable	102,073	(2/84)
16	San Jose, CA	Gill Industries	102,000	(2/84)
17	Austin, TX	ATC	98,900	(12/83)
18	Honolulu, HI	ATC	97,100	(12/83)
19	Memphis, TN	ATC	94,300	(12/83)
20	Seattle, WA	Group W Cable	93,403	(1/84)

[1] Includes Orlando, FL and Melbourne, FL
Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

PLUS
MARKETING
Is music video more than MTV?

- **Industry, cities inch toward rapprochement**
- **Cablevision Systems installs troika at top**
- **FNN strikers return, but issues unresolved**
- **Duran Duran rocks Cinemax/MTV in combo deal**

4/25/84
C8920-2

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The news and features weekly of the cable television industry

April 30, 1984

CV1FV20814GAR452 5180/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Music video: Cable spawns a multimedium

CableVision

This Week in Cable, pages 15-18 April 30, 1984, Volume 9, Number 35

CABLE AND CITIES GET TOGETHER?

The industry and cities move ever closer to an agreement over national cable legislation, as congressmen spar over a provision related to telcos.

CINEMAX, MTV, HAVE THIS DANCE

In the first arrangement of its kind, HBO's Cinemax and MTV have teamed up to share licensing fees for a filmed version of the new Duran Duran concert tour.

MSO JUGGLES TOP DOGS

MSO and pay TV programmer Cablevision Systems Corp. undergoes further top management changes, led by the creation of a three-man office of the president. The executive reformation comes less than a month after the company named a new president and chairman.

VIDEOTEX '84 PONDERS FUTURE

Videotex '84 draws a large crowd to Chicago to debate where the future lies for the nascent industry and to see the debut of Keyfax interactive information service.

FNN STRIKE ON HOLD

The Financial News Network unexpectedly terminated negotiations with striking NABET workers. The union has suspended its strike awaiting the outcome of a decertification election.

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Will Warner Amex cash in on the current popularity of MTV and take part of its Satellite Entertainment Co. unit public? Financial analysts offer mixed assessments of that plan's chances for success.

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MTV's brand of television violence features a battle between the sexes, claims the National Committee on Television Violence.

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PLUS

Music Video: What's it all about?

Cable has created a phenomenon called music video. Everyone within a mile of a TV set knows that. But how will the genre develop, and to what extent? A panel of experts assembled for a special *CableVision Plus* roundtable agrees that the "synergy" among various media—cable, home video, broadcast, etc.—has transformed the nascent video music industry into a true multimedium. MTV wizard Bob Pittman and other experts muse about the medium's development and its promise to the industry and to its viewers.

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About the cover

Art Director Brad Hamilton evokes a new wave look to tell the music video story. Clockwise, starting at upper left: Michael (*Thriller*) Jackson; The Eurythmics' Annie (*Sweet Dreams Are Made of This*) Lennox; Culture Club's (*Karma Chameleon*) Boy George; and David (*Let's Dance*) Bowie.

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BPA

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable	36.7%
Percent of HP with basic cable	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since March 1984.

Arizona
Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)

California
Avalon—proposals received from Catalina Cable TV, T&B Communications and The Western Co., award expected 5/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—negotiating with KTS Corp. (3,000 homes)
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—consultants reviewing proposals from KTS Corp., Buena Vista Cable and Public Service Cable (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83, (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating with United Cable TV, award expected 5/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—negotiating with Falcon Communications (11,600 homes)
South Monrovia—RFP re-issued, proposals due 3/84 (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
proposals received from D.C. Telecommunications Development Corp., Capital City Cable and District Cablevision Inc. (254,000 homes)

Florida
Fellsmere—proposals received from Private Cable and Sci Ad
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—final awards granted to four of five areas. Area I proposals under review (300,000 homes), Area II award to Group W (217,000 homes), Area III award to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes), Area V to Continental Cablevision (188,000 homes)
Countryside—preliminary award to Cablevision of Chicago. (2,200 homes)
Elmwood Park—drafting RFP (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—RFP re-issued (17,000 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Wheaton—negotiating with Centel, award expected by 5/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diognol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—drafting RFP (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 12/13/83
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—RFP re-issued (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—RFP deadline extended until 3/28/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—proposals submitted by Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—expect RFP issuance 6/84 (43,000 homes)
Dedham—preliminary award to Bay Cable TV
East Bridgewater—award to Campbell Communications denied award, Campbell is appealing (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holiston—preliminary award to Massachusetts Cablevision Systems Inc (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc., preliminary award expected 4/84 (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—restarting franchise process (1,200 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)
Shirley—proposals submitted by United CableVision and Mashoba Communications (1,827 homes)

CABLE STATS

Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co. award expected 6/84 (2,000 homes)
Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—award to Nashoba Communications 11/83 (2,306 homes)
Upton—only proposal received from Worster Cablevision Inc. (1,600 homes)
Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—proposals under review, award expected by 7/83 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative, Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—negotiating with Getty TV, award expected 5/84
Jerome Township—award to Whitney Cablevision
Lake Orion—proposal submitted by Tribune United, Concord Telecommunications and Multi-Cablevision
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system, Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,56P homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—RFP issued, [illegible] due 5/3/84 (5,227 homes)
Big Lake, Buffalo, Cokato, [illegible], Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—proposals received from Rite Cable and Dow-Sat Cable of Minnesota
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel. Co. 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—proposals submitted by Dowden Communications and Rite Cable Company of Minnesota (457 homes)
Menahga—award to West Central Tel. Co. 8/83 ([illegible] homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communciations 10/83 (2[illegible]0 homes)
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel. Co. 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel. Co. 10/83 (3[illegible]1 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—plan municipal ownership (1,600 homes)

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Lewis City Communications (25% of city) 4/11/84 (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—negotiating with Harron Communications (1,124 homes)
Pelham—negotiating with Harron Communications (2,500 homes)
Sandown—only proposal from Harron Co. (800 homes)
Wolfeboro—negotiating with Community TV (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plan municipal ownership (55,000 homes)

New York
Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)
Mayville—award to U.S. Cable 9/26/83 (5,430 homes)
Mt. Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable and Vision Cable—Stanten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—RFP re-issued, deadline extended until 5/31/84 (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 hoems)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina
Camden County—drafting RFP
Jackson—statements of interest being accepted (400 homes)
Pamilico County—award to Kounty Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—preliminary award to Space Cable of Ohio (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals received from Oberlin Cable Co-Op and Grafton Cable, award expected 2/84 (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—award to Eagle Cable Systems Inc. 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—preliminary award to Scatcom Cable
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; new administration waiting from assessment of current proposals (each area 155,000 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—proposals received from Telltran and Southern Cablevision Corp. (2200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—negotiating with Berryville TV Cable Co. (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communications 2/1/84 (16,697 homes)

Washington
Granger, Toppenish, Wapato, Zilah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with Teledata Systems, award expected 4/84 (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—Westel withdrew bid, negotiating with Televents (7,500 homes)

Source: Titsch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n) 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas Area I FP Areas II, III, IV, V FG
4	Philadelphia	City is divided into N,S,E,W FP additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FP
9	Clevland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP), 1-BP); Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FG
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	RP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titsch Communications Inc.

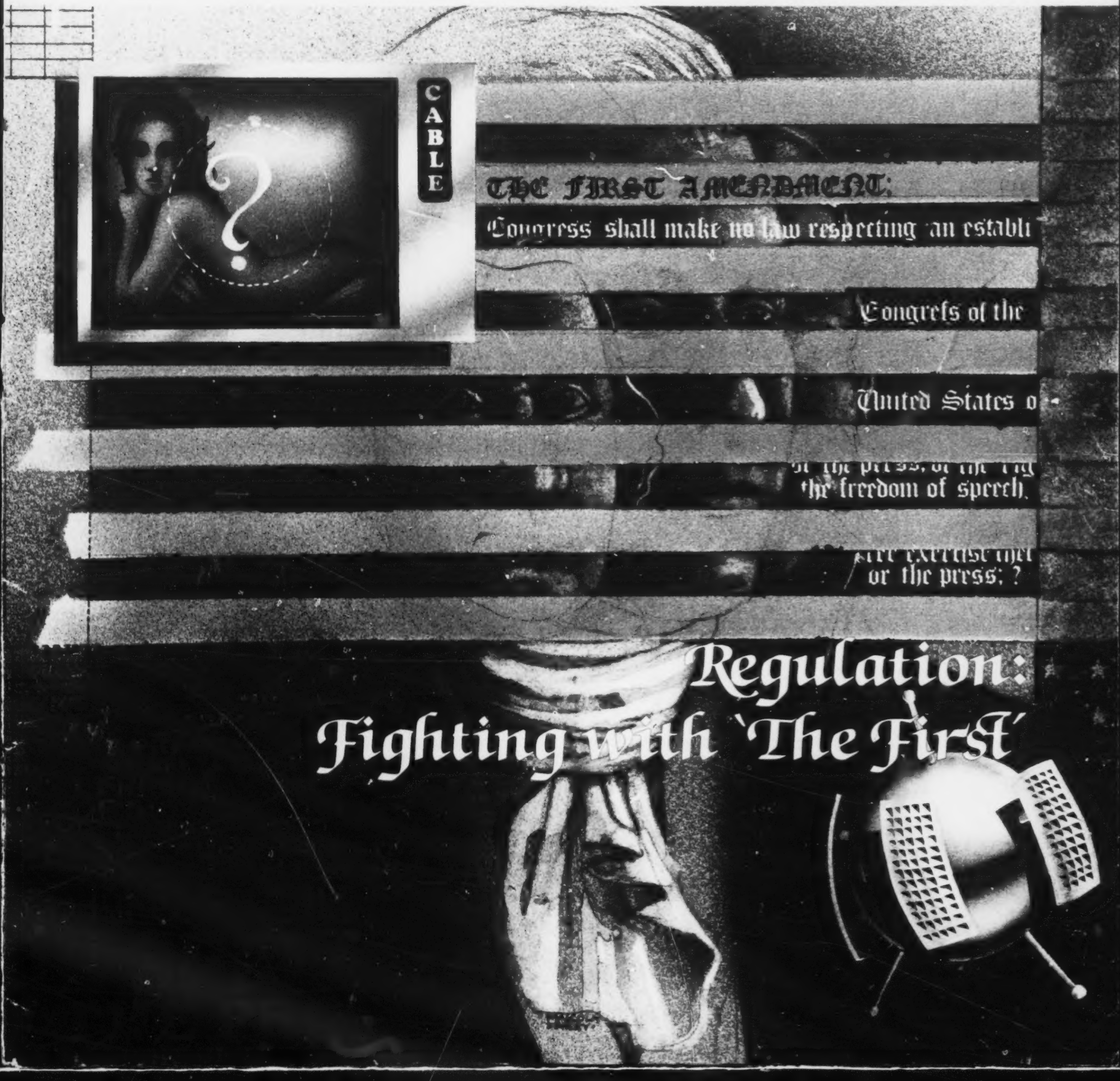
PLUS
BUSINESS
Broadcast holdings in cable

- TBS alters rates, but is it enough to please?
- Consultant okays some W-A Milwaukee scalebacks
- MacLean Hunter abandons monthly Program Guide
- NAB conferees descend on strike-plagued Vegas

CableVision™

The news and features weekly of the cable television industry

May 7, 1984


CABLE
?
THE FIRST AMENDMENT;
Congreſs shall make no law respecting an establi
Congreſs of the
United States o
the freedom of speech,
or the press; ?

Regulation: Fighting with 'The First'

CableVision

This Week in Cable, pages 12-17

May 7, 1984, Volume 9, Number 36

W-A FRANCHISE REVISIONS

In Milwaukee, the consulting firm of Cooper Associates releases a report recommending the city grant Warner Amex Cable some relief from the franchisng agreement it signed last June. However, the report criticizes some of Warner Amex's proposals, and offers its own suggested modifications.

MACLEAN HUNTER CLOSES BOOK

MacLean Hunter's monthly *Program Guide* will cease publication with the June issue. Changes in the cable industry, problems with marketing the guide through system operators and Warner Amex's decision to replace *Program Guide* with its in-house publication in three of its larger systems all contributed to the Canadian company's decision to pull the plug on the three-year-old cable listings publication.

COPYRIGHT BILL BODES WELL FOR CABLE

House subcommittee members chew over the draft of an omnibus copyright bill that contains good news for cable *and* Hollywood.

PROGRAMMING 18

The number of broadcast independents United Video distributes by satellite will expand to three this summer, when the common carrier begins transmitting Dallas station KTVT-TV via Satcom IV. The new service will be targeted to cable systems located in five Southwestern states, but isn't being pitched as a "Superstation."

MARKETING/ADVERTISING 22

As *The American Baby Show* enters its third year of cablecasting on Satellite Programming Network and CBN, program officials are pleased with advertisers' responses.

BUSINESS 25

A new report by LINK Resources predicts multichannel MDS operations won't offer much competition to existing cable systems. Their best chance for success will be in areas not yet cabled or uneconomical to cable, according to LINK analysts.

GOVERNMENT & LAW 57

Proposed California cable legislation looks to be tame, compared to some of last year's bills. In fact, one of the most important potential new laws is coming from outside the halls of the state's capitol.

TECHNOLOGY 58

In a special product profile section, *CableVision* highlights some of the video equipment manufacturers will unveil and display at this week's National Association of Broadcasters convention.

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About the cover

Artist Malcolm Farley acknowledges Thomas Jefferson's role in getting the Founding Fathers to incorporate the Bill of Rights into the Constitution in his cover illustration, which depicts the impact of the First Amendment on cable's deregulation battle.

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PLUS

Regulation: Fighting with the First

As cable television has become a primary conduit for both entertainment and information, the cable industry has sought relief from content regulation by claiming the status of "electronic publisher." The basis of the claim is made under the First Amendment of the Constitution, which states Congress shall make no law abridging freedom of speech or of the press. This week's *CableVision Plus* explores efforts by MSOs to counter government regulation by using the First Amendment argument. It also details the contentions of those who believe "taking the First" shouldn't apply across-the-board. Also in *Plus*: an examination of the cable• holdings of major broadcast players.

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BPA

STUDY CLAIMS MMDS NO THREAT

NEW YORK—Do multichannel MDS services pose much of a threat to the established cable television industry? Not in the opinion of LINK Resources Corp.

In a research memo slated to be released in early May, analysts at LINK Resources conclude that despite its low capital cost, multichannel MDS will be complementary—not competitive—to cable. "It's just not going to work in any cabled markets," comments Senior Analyst Arlene Zeichner.

After the Federal Communications Commission reallocated eight Instructional Television Fixed Service (ITFS) channels to MMDS last year, it has been deluged with nearly 16,500 applications for multichannel MDS licenses. Early entrants Microband and Contemporary Communications Corp. have been joined by cable MSOs, broadcasters, SMATV operators, satellite common carriers, newspaper publishers and telephone companies in the quest for the two licenses that will be granted for each MMDS market. Among the cable companies that have filed for such licenses are American Television and Communications, Group W Cable, Warner Amex, Cox Cable, Colony Communications, Daniels & Associates and Capital Cities Cable.

LINK questions whether MMDS can survive as a delivery channel independent of cable operator support, especially in view of the facts that 40 percent of current MDS channels are programmed by cable operators and 75 percent of today's MDS subscribers receive only Home Box Office. LINK's cost projections dispute the claims by MMDS applicants that they will be able to offer programming equivalent to cable fare at a lower cost. Indeed, the firm predicts that subscriber fees for MMDS programming probably will be almost identical to those for cable.

"In LINK's view, MMDS can survive only if offered in an unwired part of a major urban area—most successfully in conjunction with a cable operator, but, in some cases, in competition with a slow-wiring cable operator"—assuming that interested cable operators will be able to convince municipal authorities to allow MMDS as well as SMATV in lieu of cable in unprofitable areas of franchises, the memo states.

Present-day MDS operations have an estimated 500,000 subscribers, a sizable drop from the 750,000 who subscribed at mid-year 1982. According to LINK, these subscribers are clustered in areas that aren't presently served by cable systems. When cable does come into an area served by MDS, the disconnect rate for single-channel MDS usually reaches 90 percent.

After the 16,500 MMDS applications are processed, the FCC plans to grant 10-year licenses to operate MMDS stations as common carriers. Like TV stations and current MDS providers, multichannel MDS operators will be required to lease transmission time on a first-come, first-served basis. The FCC will regulate and control carrier charges and terms of service. In addition, operators will be prohibited from providing more than 50 percent of their on-air time to programmers that have financial or business affiliations with those carriers.

On the cost side, LINK expects present trends in the MDS industry to carry over into multichannel MDS, with carriers providing only transmission equipment. Programmers and/or subscribers will pay for the reception equipment. Upfront costs for transmission equipment will run about $300,000 for a four-channel MMDS operation and $500,000 for an eight-channel operation.

LINK estimates that maintenance costs will run 7 to 9 percent of the capital cost each year, or $24,000 for a four-channel operation and $40,000 for the eight-channel version. In addition, overhead and operating expenses will run approximately 30 percent of each year's gross tariffs received. Interest and depreciation will account for $102,000 a year for four-channel services and $170,000 yearly for eight-channel operations. Based on LINK's

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calculations, four-channel operators will spend $169,000 a year with eight-channel service providers paying $300,000 each year.

On the other side of the balance sheet, MMDS operators can expect programmers to pay them between $10,000 and $15,000 each month to four-channel systems and $20,000 to $30,000 for eight-channel operations. In addition, MMDS operators should receive an additional dollar per subscriber each month. Therefore, LINK says, MMDS common carriers have a low risk business with potential for high income, assuming they can find programmers to lease time to.

Several prospective MMDS operators plan to lease ITFS frequencies from educational licensees to get a head-start in the business. However, LINK believes the success of these hybrid entertainment/educational systems will be limited in the face of cable competition because it is unlikely consumers will accept pay stations that provide educational programming by day and entertainment by night.

In addition, such MMDS operators plan to show traditional cable fare with little system specific programming at costs equal to those associated with cable. LINK does believe, however, that these hybrids will be successful in uncabled urban markets, with penetration rates as high as 20 percent—until the area is wired. At that time, LINK analysts predict, disconnects will run as high as 90 percent, echoing the experience of STV in previously uncabled markets.

Programming on present-day MDS operations is undifferentiated and mostly devoted to the satellite delivered fare of HBO, Showtime and The Movie Channel. In LINK's view, cable has conditioned the MDS market, with the majority of MDS stations relying on cable fare and cable operators providing the programming to 40 percent of MDS subcsribers.

Besides paying monthly tariffs to MMDS carriers, MMDS programmers likely will provide subscriber receiving equipment (estimated to cost $300 per household); absorb the cost of installing, disconnecting and servicing subcriber equipment (calculated to run $65, $35 and $3.50 per month for each subscriber, respectively); pay advertising ($28 per new subscriber) program guide and billing expenses ($12 per subscriber per year); and cover overhead and reception equipment maintenance (which together should average $180,000 per year).

In return, programming fees for a four-channel system should run $25 a month, with an eight-channel system bringing in $35 per month per subscriber. In addition, programmers should receive $25 in disconnect fees for each former customer (even though the disconnect will cost $35) and $50 in installation fees for each new customer (although installation actually will cost the programmer $65).

LINK believes success in a market competitive with cable depends on several factors: the ability to offer a diverse programming package; the availability of leased ITFS channels; and the ability of the service to offer programming at a lower

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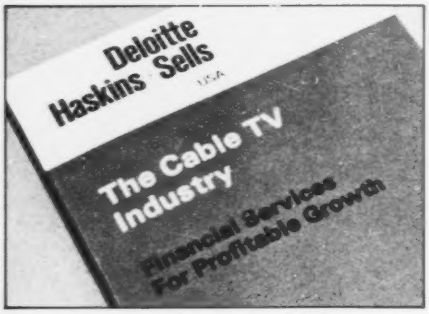

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MMDS will have several advantages: facilities can be turned on in a mere two months; plant costs range from $300,000 to $500,000 well below comparable costs for cable plant; expenses are directly related to the number of subscribers; and operators are free from municipal regulation.

However, its disadvantages are serious. MMDS operators only can offer a maximum of 12 channels at prices above those of cable. They are competing with an entrenched industry in many cases. The MMDS business offers only a low profit margin, especially for programmers. In addition, there will be transmission problems, particularly in urban areas.

MMDS operators who choose to compete with cable face an uphill battle, according to LINK. More successful will

MMDS programmer cost and revenues

Costs:

Capital costs:

reception equipment $250-300 per new sub

Operational costs:

installation:	$65.00/new sub
disconnects:	$35.00/
programming fees:	$4.60/pay channel/month $0.10/basic/month
advertising/sales:	$28.00/new sub
program guide/billing:	$12.00/sub
service fees:	$3.50/sub
tariffs:	$12,000.00/month 4-channel + $1.00/sub/month $25,000.00/month 8-channel + $1.00/sub/month
other fixed costs: (salaries, rent travel, legal, utilities, insurance, etc.)	$180,000.00

Revenues*:

subscriber monthly fees:	$25.00-$35.00/sub/month
disconnect fees:	$25.00/sub
installation fees:	$50.00/sub

*Possible additional revenues from advertiser-supported basic services have not been included as they are impossible to determine at this time. It is unlikely that they will be significant before 1990.

Source: LINK

Viability of multichannel MDS systems in top 50 markets

Markets	Range of potential subscribers	Average potential subscribers
1-59	34,000-3,124,000	1,770,800
6-10	627,000-892,000	732,400
11-15	455,000-591,000	519,600
16-20	406,000-451,000	419,800
21-25	302,000-341,000	319,400
26-30	253,000-297,000	271,400
31-35	204,000-242,000	222,800
36-40	170,000-190,000	179,800
41-45	111,000-147,000	126,600
46-50	42,000-97,000	70,400
50	42,000-3,214,000	463,300

Source: Browne, Bortz & Coddington

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be those MMDS operators who team up with cable companies to enter those areas not profitable for cable to reach, either because of sparse population or downscale demographics. They will have an easier time of it because cable MSOs can buy programming at a discount.

"It is possible that those areas that are unprofitable for cable may prove to be unprofitable for MMDS as well, particularly those areas with downscale demographics. The final outcome will depend on levels of cooperation between municipal authorities, cable operators and MMDS carriers and programmers. If there is a great deal of cooperation, best-case penetration of 6.9 million subscribers may be reached; if there isn't, worst-case penetration of .9 million is more likely," LINK predicts.

Against DBS, LINK expects MMDS to do better in urban areas when it's not competing with cable. Meanwhile, DBS will become limited to rural areas. Competing with SMATV, MMDS should prove a viable alternative in urban areas without a sufficient number of buildings with the 400-plus households necessary for SMATV. However, in large buildings, SMATV should outstrip MMDS because it can offer more programming choices at a lower price. And in the single-channel environment, MMDS easily should dominate where single-channel MDS, STV and LPTV services are the only alternative programming choices.

According to the LINK research memo, MMDS will not become an established nationwide service until 1988, in large part because of the drawn-out licensing process. The industry will be competitive with what LINK calls "marginal television delivery channels"—DBS, SMATV and one-channel services such as MDS, STV and LPTV—but will offer little if any competition to cable.

"MMDS can provide a viable alternative to cable in those areas that are not lucrative to cable operators. Given the high costs of marketing, billing, service, sales and, most significantly, programming, LINK does not forecast widespread success for MMDS programmers. However, liaisons between cable operators and MMDS operators should prove of benefit to both players," the memo concludes.

—Sally Russell

Notes

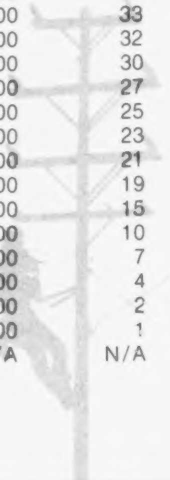
■ M/A-COM won an order worth more than $3 million to provide Uninet Inc. with additional packet switching equipment. The original order for similar hardware as well as software was announced last summer.

■ A new communications consulting service called The Planned Technology Corp. has begun operation in Dallas. The new firm offers a variety of telecommunications engineering packages, including satellite frequency analysis and coordination, adjacent satellite interference analysis and network design. The address of the new company, run by President Jeffrey Collins, is P.O. Box 796213, Dallas, Texas, 75379, (214) 867-1971.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) ..	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable ..	36.7%
Percent of HP with basic cable ..	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
ESPN	6
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
SCAN	3
SPN	3
Trinity	17

Satcom V—Launched 4th quarter 1982. no cable
Satcom I-R—Launched April 7. 1983. no national programming services
Satcom II-R—Launched Sept. 8. '983. no cable

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
Biznet	12X
ARTS and Entertainment	12D
BET	12X
The Disney Channel (Wold Communications)	5X, 6X
Nashville Network (Group W)	9D
National Jewish Television	12X
The Pleasure Channel	11X
Pro Am Sports System	7X
SelecTV (Wold Communications)	3D
Sportsvue	4X
Tele Auction	12X
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	5V, 6V
The Silent Network	9H

Galaxy I (Hughes)	**Transponder**
CBN	11
C-SPAN	13
The Disney Channel	4, 24
GalaVision (SIN)	20
HBO	23
Home Team Sports	12
The Movie Channel	14
Nashville Network	2
SIN	6
Turner Broadcasting	7.18
WOR-TV	15

Note: A company name in parentheses following a service or network designates the transponder owner
Source: Titsch Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,766,000	(1/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,998,141	(3/84)
4	Cox Cable Communications inc	1,482,105	(3/84)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc	1,362,000	(12/83)
7	Times Mirror Cable TV Inc	951,892	(3/84)
8	Continental Cablevision	859,000	(3/84)
9	Newhouse Broadcasting	826,406	(3/84)
10	Viacom Cablevision	743,059	(3/84)
11	United Cable Television Corp[2]	641,000	(2/84)
12	Sammons Communications, Inc	588,500	(3/84)
13	Rogers Cablesystems, Inc	515,844	(3/84)
14	Cablevision Systems Development	479,000	(2/84)
15	Comcast Cable Communications	455,000	(3/84)
16	Telecable Corporation	392,397	(3/84)
17	Jones Intercable	380,674	(3/84)
18	Heritage Communications Inc	376,496	(3/84)
19	Capital Cities Cable, Inc	353,041	(3/84)
20	UA Cablesystems Corp	345,500	(3/84)
21	General Electric Cablevision	324,700	(3/84)
22	Wometco Cable TV Inc	284,593	(3/84)
23	Century Communications Corp	270,000	(1/84)
24	Prime Cable Corporation	268,342	(3/84)
25	Multimedia Cablevision, Inc[1]	256,908	(3/84)
26	Centel Cable Television Company	239,777	(3/84)
27	TCA Group	236,498	(2/84)
28	Daniels & Associates Inc	231,364	(1/84)
29	Maclean Hunter Cable TV Ltd	231,293	(1/84)
30	Service Electric Cable TV Inc	189,500	(1/84)
31	American Cablesystems Corp	189,450	(3/84)
32	Scripps Howard Cable Services Co	188,209	(3/84)
33	Communications Service, Inc	175,000	(9/83)
34	Colony Communications, Inc	174,852	(3/84)
35	Rollins, Inc	170,900	(3/84)
36	Cable Vision Industries	165,662	(3/84)
37	Cablentertainment	162,648	(2/84)
38	Tribune Cable Communications	156,176	(3/84)
39	Western Communications	148,378	(3/84)
40	McDonald Group	139,585	(6/83)
41	Adams-Russell Communications	127,998	(3/84)
42	Midcontinent Cable Systems Company[4]	127,466	(3/84)
43	Harron Communications Corporation	122,607	(3/84)
44	Midwest Video Corporation	118,102	(8/83)
45	Buckeye Cablevision	114,144	(3/84)
46	Adelphia Communications	113,947	(3/84)
47	McCaw Communications	113,700	(3/84)
48	Sutton Capital Group[5]	112,850	(2/84)
49	Televents Inc	108,797	(3/84)
50	Armstrong Utilities	103,838	(3/84)
51	Falcon Communications	100,000	(2/84)
52	Harris Cable Corporation	98,000	(12/83)
53	Communications Systems, Inc	94,841	(2/84)
54	US Cable Corp	90,000	(3/84)
55	Lenfest Group	88,413	(3/84)
56	Multi-Channel TV Cable Company	87,472	(12/83)
57	Summit Communications	86,844	(3/84)
58	Greater Media	83,257	(3/84)
59	McClatchy Newspapers	82,588	(3/84)
60	Perry Cable TV Corporation	80,185	(3/84)
61	King Videocable Co	79,789	(3/84)
62	Palmer Communications	78,224	(3/84)
63	National Telecommunications Corp	76,655	(12/83)
64	The Essex Group	75,433	(3/84)
65	WEHCO Video Inc	72,801	(3/84)
66	Ultracom Inc	69,881	(3/84)
67	Omega Communications	68,000	(12/83)
68	Acton Corp	67,622	(12/83)
69	Booth Communications Company	67,433	(3/84)
70	Wabash Cablevision	67,300	(3/84)
71	Susquehanna Broadcasting	65,622	(3/84)
72	Sonic Cable TV	63,648	(3/84)
73	Cable Management Associates Inc	63,500	(3/84)
74	Pencor Services, Inc	59,098	(3/84)
75	Marsh Media	55,581	(3/84)
76	Selkirk Communications	53,800	(3/84)
77	Omni Cable TV Corp	52,509	(12/83)
78	The Daily Press	52,000	(2/84)
79	Simmons Communications	46,750	(3/84)
80	Matrix Enterprises	43,330	(3/84)
81	Helicon Corporation	42,900	(3/84)
82	Chambers Communications Corp	40,896	(3/84)
83	Donrey Cablevision	40,399	(3/84)
84	Harte Hanks Communications	40,391	(2/84)
85	Joseph Gans	38,901	(12/83)
86	Combined Cable Corporation	38,000	(3/84)
87	Consolidated Cable Systems	37,200	(3/84)
88	National Cablesystems Inc	37,035	(12/83)
89	Clear TV Cable Corporation	36,949	(12/83)
90	Masada Corporation	35,827	(3/84)
91	New England Cablevision, Inc	34,553	(3/84)
92	United Video Management	33,400	(2/84)
93	Multivision Group	33,106	(3/84)
94	Cable Holdings, Inc	32,479	(3/84)
95	Wisconsin Cablevision and Radio Co., Inc	32,075	(3/84)
96	Star CATV Investment Corp	31,788	(3/84)
97	First Carolina Communications Inc	30,900	(3/84)
98	Southern Cablevision	30,000	(4/83)
99	United Broadcasting Company	30,000	(3/84)
100	Mid America Media	29,285	(1/84)

1 Includes MetroVision, NewChannels, Vision Cable
2 Includes TCI acquisitions
3 Includes Tar River Communications
4 Includes systems owned and with controlling interest
5 Includes owned and partially owned systems
Source Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	241,301	(3/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	174,083	(3/84)
7	East Orange, NJ	Maclean Hunter	157,711	(1/84)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	129,100	(3/84)
10	Tulsa, OK	United Cable	113,053	(2/84)
11	Audubon, NJ	Independent	111,987	(3/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Atlanta, Metro Area	Prime Cable	106,000	(2/84)
14	Baltimore County, MD	Comcast Cable	106,000	(3/84)
15	Erie County, NY	Prime Cable Corp	105,537	(3/84)
16	Tidewater (Norfolk), VA	Cox Cable	103,083	(3/84)
17	San Jose, CA	Gill Industries	102,100	(3/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Memphis, TN	ATC	94,300	(12/83)
21	Seattle, WA	Group W Cable	94,212	(3/84)
22	Toledo, OH	Buckeye Cablevision	94,000	(3/84)
23	Central Islip, NY	Viacom Cablevision	93,308	(3/84)
24	Jacksonville, FL	Continental	93,000	(3/84)
25	Jefferson Parish/Kenner, LA	Cox Cable	92,485	(3/84)
26	Manhattan, NY	Group W Cable	89,536	(3/84)
27	Englewood, CO	United Cable	87,292	(2/84)
28	San Francisco, CA	Viacom Cablevision	85,465	(3/84)
29	Greater San Juan, PR	Harris Cable	83-000	(12/83)
30	Grand Rapids, MI	General Electric	80,100	(3/84)
31	Wichita, KA	Multimedia Cablevision	79,975	(3/84)
32	Wilmington, DE	Rollins Cable	79,800	(3/84)
33	San Diego, CA	ATC	78,900	(12/83)
34	Dallas, TX	Warner Amex	76,059	(12/83)
35	Seattle, WA	Viacom Cablevision	75,605	(3/84)
36	Phoenix, AZ	Times Mirror	72,781	(3/84)
37	Pittsburgh, PA	Warner Amex	72,045	(12/83)
38	Flint, MI	Comcast Cable	70,000	(3/84)
39	New Orleans, LA	Cox Cable	68,229	(3/84)
40	Richmond/Henrico County, VA	Continental	66,106	(2/84)
41	Omaha, NE	Cox Cable	66,102	(3/84)
42	South Bend, IN	Heritage	65,924	(3/84)
43	Tacoma, WA	Independent	64,950	(3/84)
44	Charlotte, N.C.	ATC	64,600	(12/83)
45	Louisville, KY	Times Mirror	64,308	(3/84)
46	Santa Monica, CA	Group W Cable[2]	64,169	(3/84)
47	Broward County, FL	Storer	64,166	(2/84)
48	Baton Rouge, LA	Daniels & Assoc	63,916	(1/84)
49	Cleveland Heights, OH	Viacom Cablevision	63,542	(3/84)
50	Jefferson County, KY	Storer	63,044	(2/84)
51	Columbus, OH	Warner Amex	62,523	(12/83)
52	Pompano Beach, FL	American Cablesystems	62,150	(3/84)
53	Oklahoma City, OK	Cox Cable	60,604	(3/84)
54	Buffalo, NY	TCI	60,439	(1/84)
55	St. Petersburg, FL	Group W Cable	60,404	(3/84)
56	Allentown, PA	Service Electric Cable	60,000	(1/54)
57	Boston Complex (Malden), MA	Warner Amex	59,753	(2/84)
58	Kansas City, MO	ATC	59,100	(12/83)
59	Indianapolis, IN	Wabash Cablevision	59,000	(3/84)
60	Santa Barbara, CA	Cox Cable	58,856	(3/84)
61	Snohomish County, WA	Viacom Cablevision	58,511	(3/84)
62	El Paso, TX	Group W Cable	58,401	(3/84)
63	Akron, OH	Warner Amex	58,339	(12/83)
64	Clearwater, FL	Newhouse Broadcasting	58,000	(3/84)
65	Syracuse Suburbs, NY	New Channels Corp	58,000	(3/84)
66	Monterey, CA	Western Communications	57,904	(3/84)
67	Sarasota, FL	Storer Cable	57,014	(2/84)
68	Harrisburg, PA	Sammons Communications	57,000	(3/84)
69	Hartford, CT	Times Mirror	55,572	(3/84)
70	New Britain, CT	United Cable	55,422	(2/84)
71	Las Vegas, NV	Times Mirror	55,219	(3/84)
72	Chicago Suburbans (Oak Park), IL	CableVision	55,000	(1/84)
73	Allentown, PA	Independent	55,000	(3/84)
74	Des Moines, IA	Heritage Communication	54,883	(3/84)
75	Columbus, OH	Coaxial Communications	54,300	(1/84)
76	Binghamton, NY	NewChannels Corp	54,041	(3/84)
77	Nashville, TN	Viacom	53,953	(3/84)
78	New Haven, CT	Storer	52,884	(2/84)
79	Port Arthur, TX	TCI	52,470	(12/83)
80	Knoxville, TN	TeleScripps	51,777	(3/84)
81	Shreveport, LA	ATC	51,400	(12/83)
82	Escondido/San Diego, City, CA	Times Mirror	51,299	(3/84)
83	Bridgeport, CT	Cablevision/Scripps Howard	51,160	(1/84)
84	Canton, OH	Warner Amex	51,086	(12/83)
85	Worcester (Leicester), MA	Greater Media	50,751	(3/84)
86	Charleston, SC	Storer	50,728	(2/84)
87	Jackson, MS	ATC	50,700	(12/83)
88	Westchester County, NY	UA Cablesystems	50,600	(3/84)
89	San Rafael/Marin Cty., CA	Viacom	50,031	(3/84)
90	Reading, PA	ATC	50,000	(12/83)
91	Lexington, KY	Telecable Corp	49,535	(3/84)
92	Chattanooga, TN	TeleScripps	49,349	(1/84)
93	Albuquerque, NM	Tribune Cable	48,950	(3/84)
94	Winston-Salem, NC	Summit Communications	48,269	(3/84)
95	Quint Cities, IL	Cox Cable	48,109	(3/84)
96	Northridge, CA	Cable America	48,000	(3/84)
97	Peoria, IL	General Electric	47,900	(3/84)
98	Albany, NY	ATC	46,700	(12/83)
99	Birmingham, AL	ATC	46,600	(12/83)
100	Spokane, WA	ATC	46,227	(3/84)

1 Includes Orlando, FL and Melbourne, FL
2 Includes DeKalb, GA, Atlanta, GA and East Pt. College, GA

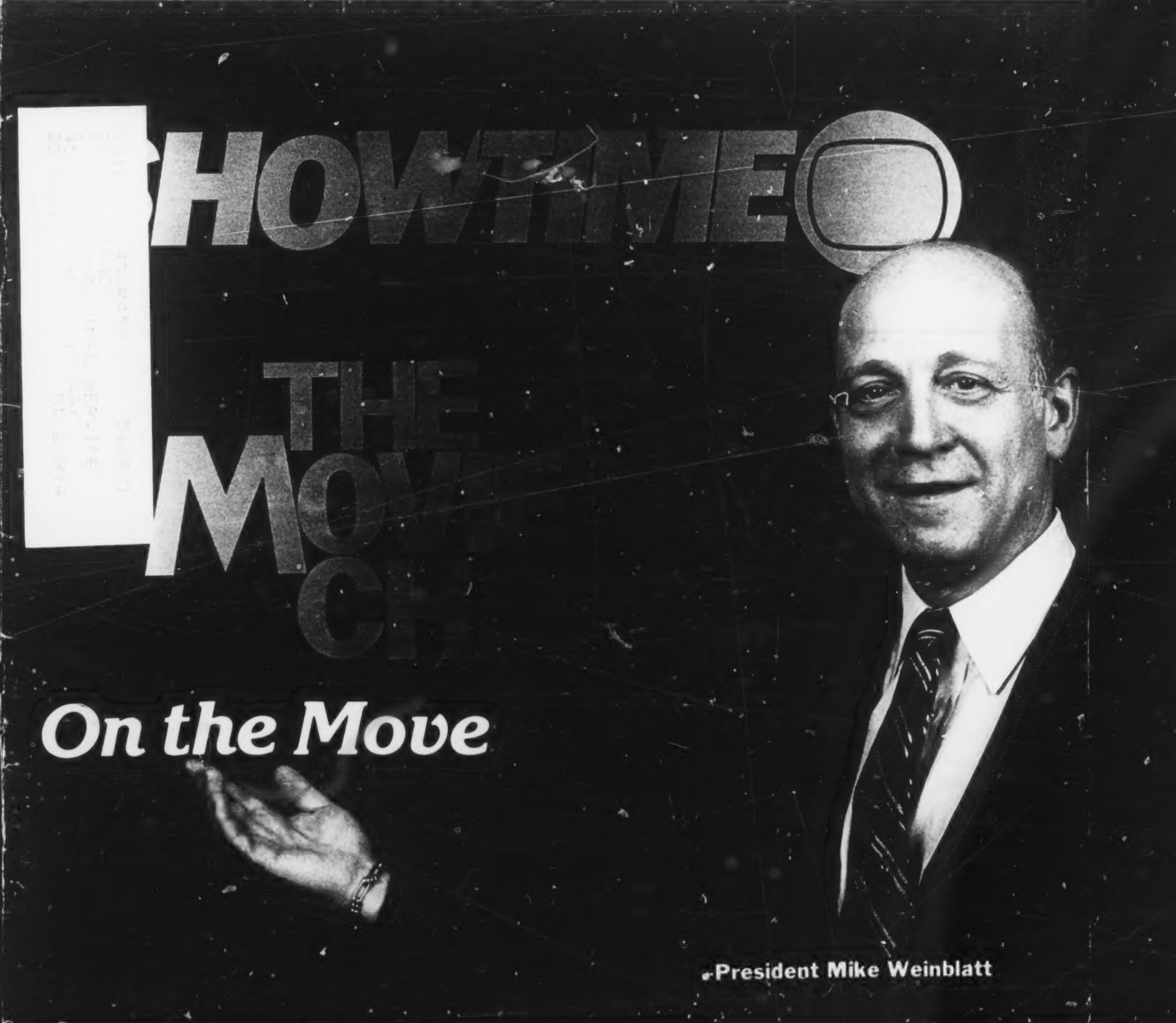
Source Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

PLUS
MARKETING
Hollywood views
Showtime/TMC

- ABC's bold ESPN buyout play: the industry reacts
- Newsday Channel kills full video, sticks to text
- NAB panel to b'casters: cable key in teletext
- Nielsen VCR study: pay subs are heavy users

CableVision™

The news and features weekly of the cable television industry
May 14, 1984



On the Move

President Mike Weinblatt

CableVision

This Week in Cable, pages 14-20

May 14, 1984, Volume 9, Number 37

NEWSDAY OPTS FOR TEXT

Newsday Channel will discontinue all video programming on its Long Island information service next week, and become a 24-hour text service. Officials at the Long Island paper, which organized the network, blamed the termination on lackluster advertising support.

SUBSCRIBERS GO FOR VCRs

Video cassette recorder use is higher in cable households, especially those with pay services, than in homes with only broadcast television, according to results of A.C. Nielsen Co.'s *VCR Usage Report* released last week.

NAB HAS ITS DAY

Despite a Las Vegas hotel workers' strike, the National Association of Broadcasters convention drew its largest audience ever—close to 40,000 people. Eric Taub wraps up last week's convention activity.

ABC GETS ALL OF ESPN

In a move of swiftness that surprised some, ABC moves to become 100 percent equityholder in the Entertainment and Sports Programming Network in a $202 million cash deal with Texaco Inc., which has controlled 70 percent of ESPN since its buyout of Getty Oil Co. earlier this year. Turner Broadcasting, which had announced its intention to bid for the property, terms ABC a "hard charger."

PROGRAMMING 22

Two pay services are undertaking projects dealing with homosexuality: Home Box Office, through an *America Undercover* documentary; Showtime, with a comedy mini-series from Paramount's video division.

MARKETING/ADVERTISING 39

Opening a cable store in a system's basement is not the most conventional way of distributing converters and handling customer service problems. Officials of Cable TV Associates in Lancaster, Pa., have found their "ground level" cable store has brought about demonstrable business benefits.

BUSINESS 40

Improved quarterly reports were recorded by several cable hardware companies last week, including Scientific-Atlanta and Zenith Radio.

GOVERNMENT & LAW 42

Burlington, Vt., wants to end its 12-year relationship with Cox Cable Green Mountain system and take the reins of the franchise; the city's unhappy with prices and service.

Departments

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About the cover

Showtime/The Movie Channel President Mike Weinblatt proudly displays the names of services under his domain in this photo by Mark Sennet.

Pages 23-36

PLUS

Showtime/TMC's lookin' good

In the wake of its merger involving Viacom, Warner Communications and Warner Amex, Showtime/The Movie Channel Inc. has literally changed the face of pay television with a series of impressive business deals—the merger itself, the Spotlight buyout and the *piece de resistance*, its Paramount exclusivity deal. Through it all, Showtime has been guided by the firm, steady hand of Mike Weinblatt, former NBC executive, counter-intelligence agent, and a hard-driven, but inspiring, executive. In a revealing *CableVision Plus* interview with Editor-in-Chief Victor Livingston, Weinblatt tells the inside story of those deals, and of Showtime/TMC's upcoming strategies. Also, Los Angeles Bureau Chief Eric Taub reports on tinseltown's view of the new Showtime/TMC.

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Joyce Hemmen, Director of Operations

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BPA

CABLE STATS

Cable services subscriber counts

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 2/29
Arts and Entertainment	NA	9,000,000	NC
Black Entertainment Television (BET)	319	6,409,897	+6.4
Cable News Network (CNN)	4,764	25,978,000	+3.2
CNN Headline News	1,165	10,894,000	+3.0
C-SPAN America's Network	1,350	17,000,000	NC
CBN Cable Network	4,344	23,000,000	NC
Country Music Television	NA	5,200,000	+67
Entertainment & Sports Programming Network (ESPN)	7,810	30,200,000	+3.0
Eternal Word Television Network (EWTN)	154	2,100,000	+9.5
Financial News Network (FNN)	960	16,000,000	+5.6
The Learning Channel	511	4,419,230	+9.5
Lifetime	1,799	18,453,331	+5.7
Modern Satellite Network (MSN)	19,593	9,593,890	+3.6
Music Television (MTV)	2,400	19,300,000	+4.7
The Nashville Network (TNN)	1,989	14,200,000	+11.3
National Christian Network (NCN)	98	1,200,000	NA (2/84)
National Jewish Television (NJTV)	179	3,570,000	NA (2/84)
Nickelodeon[2]	3,300	18,400,000	+4.3
PTL Satellite Network	1,000	10,100,000	+1.0
Prime of Life	NA	NA	NA
Satellite Program Network (SPN)	508	11,405,000	+4.6
Silent Network	130	5,000,000	NA (2/84)
SIN Television Network[3]	251	28,068,100	NC
Trinity Broadcasting Network	338	4,800,000	+1.7
USA Network	3,700	22,600,000	NC
The Weather Channel	1,170	11,800,000	+4.2
WGN	5,341	13,511,683	+4.0
WOR	971	4,554,723	+.71
WTBS	6,345	29,330,000	NC

Pay service

Pay service	Affiliates	Subscribers	% change in subs from 2/29
Bravo	137	195,000	+3.0
Cinemax	2,100	2,700,000	NC
The Disney Channel	1,300	916,000	+12.7
GalaVision	200	130,000	NC
Home Box Office (HBO)	5,400	13,500,000	NC
Home Theater Network (HTN)	400	268,000	+.37
The Movie Channel (TMC)	2,850	2,900,000	NC
The Playboy Channel	411	668,000	+1.8
Showtime	3,000	5,000,000	NC

Audio service

Audio service	Affiliates	Subscribers	% change in subs from 2/29
Cable Jazz Network	6	25,800	NC
Lifestyle	174	2,500,000	NC
Love Sounds	5	20,000	+50.0
Moody Bible Institute	32	503,254	+7.2
Nice and Easy	10	40,115	+27.0
Satellite Jazz Network	13	800,000	NC
Satellite Radio Network	50	400,000	NC
SCAN	34	144,000	NA (2/84)
WFMT	160	920,324	+6.4

Text service

Text service	Affiliates	Subscribers	% change in subs from 2/29
AP News Cable	400	4,700,000	NC
Dow Jones Cable News	165	1,900,000	+8.0
Electronic Program Guide (EPG)	158	2,881,899	+1.3
Genesis Storytime	22	273,303	NA
Reuters News View	350	4,100,000	NC

Non-satellite-fed national services

Bicycled service

Bicycled service	Affiliates	Subscribers	% change in subs from 2/29
The CableShop	11	250,000	NC
Fuji Network	6	3,395	+3.2
Nippon Golden Network	5	8,105	NC
The Pleasure Channel	10	12,500	NC
Vector Consumer News	12	300,000	NC
Vector Consumer Shopping Guide	20	450,000	NC

Regional entertainment services

Basic service	Affiliates	Subscribers	% change in subs from 2/29
Regional services			
Atlanta Interfaith	7	126,000	NC
Atlantis Entertainment Network	5	9,800	NA (1/84)
Bay Area Religious Channel (BARC)	4	98,000	+94
Buffalo Sabres Hockey	13	450,000	+3.3
Festival-The Texas Cable Network	8	550,000	+1.6
Home Sports Entertainment—Houston	11	16,287	NA (2/84)
Home Team Sports	12	NA	NA
Life Newsvision (Chicago Suburbs)	7	11,200	NC
Madison Square Garden	52	1,600,000	-9.4
Meadows Racing Network	19	275,000	+.73
MetroChannel	4	107,000	-3.0
Newsday Cable	1	228,000	+1.3
PENNARAMA	27	480,000	NA
PRISM-Philadelphia	90	358,300	NA
Pro-Am Sports	25	5,000	NA
Sonics Superchannel	10	25,000	NC
SportsChannel (New England)	43	57,000	+5.3
SportsChannel (New York)	34	345,000	NC
Sports Time	NA	NA	NA
SportsVision	14	15,000	NC
Sportsvue Network	19	17,500	NA
Video Music Channel	24	267,804	NC
Z-Channel	21	95,372	-1.1

Announced services

Non-satellite-fed service	Expected launch
The Games Network	6/84
Regional service	
Box Seat	Summer 1984
Satellite-fed service	
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	5/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	TBA
The Community Channel	TBA
Episcopal TV Network	TBA
Just For Listening	TBA
Kidvid Network	6/84
Magicable	TBA
M-Net	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Channel	TBA
The Nostalgia Network	TBA
The Pleasure Channel	Late 1984
The Professional Education Network	9/84
Star Video Music	6/84
The UN Channel	TBA
The Work Channel	TBA
WPIX	5/84

Note: Subscriber and affiliate counts are as of 3/31/84 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

[1] as of March 1984, based on A.C. Neilsen National Meter. Subject to qualifications upon request.

[2] as of March 1984, based on A.C. Neilsen National Meter. Subject to qualifications upon request.

[3] Total SIN reach: Spanish speaking households 3,368,300.

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks during April 1984.

BET

Anheuser-Busch (R)
Avon (R)
Burger King (R)
Campbell Soup Co. (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (N)
Eastman Kodak (R)
Ford Division (R)
Hershey (R)
Home Box Office (R)
Johnson & Johnson (R)
Kraft (R)
McDonald's Corp. (R)
Mobil Oil (R)
Nike (R)
J.C. Penney Co. (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Quaker Oats (R)
Sears (R)
Thompson Medical (R)
U.S. Marines (R)
U.S.P.S. Express Mail (R)
Westinghouse (R)
Wrigley's (R)

CBN Cable Network

Bayer (N)
Eastman Kodak (N)
EX-Lax (N)
Franklin Mint (N)
Johnson & Johnson Tylenol (N)
Kellogg Company (R)
Time-Life (R)

Cable News Network (CNN)[1]

Ace Hardware (R)
Allstate (R)
Bristol Myers (R)
Centel (N)
Clorox Company (R)
J.D. Durand (N)
Goodyear (R)
Hartford Insurance (N)
Home Box Office (R)
Kikkoman (N)
K-Mart (N)
Krazy Glue (N)
Merrill Lynch (R)
Olivetti (N)
Phillips Petroleum (R)
Paine Webber (N)
Republic Airlines (R)
Sharp Electronics (R)
Shell Oil (R)
Tasti-Freez (N)
Texas Instruments (R)
Texize (R)
Toshiba (N)
U.S. Army (R)
Universal Pictures (R)
Wilkinson (R)
Aema Corp. (R)

CNN Headline News[2]

Ace Hardware (R)
Dazey (R)
J.D. Durand (N)
Eastern Airlines
Equitable Life Insurance (R)
Ford Division (R)
Home Box Office (R)
Honda Cars (R)
Krazy Glue (N)
Nabisco (R)
Quaker Oats (R)
Ralston Purina (R)
Ryder (R)
Stouffer Hotels (R)
Subaru (R)
Tastee-Freez (N)
Time-Life (R)
Toshiba (N)
Union Carbide (R)
Urban General (R)
Varco-Pruden (R)
Wausau Insurance (R)
Wrigley (R)

C-SPAN

AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

Dow Jones Cable News

Barron's (R)
Charles Schwab (R)
Wall Street Journal (R)

Financial News Network

Air Florida (R)
American Airlines (R)
American Express (R)
Avis (N)
Clayton Brown (R)
Chrysler (R)
Dean Witter (R)
Ford Corp. (R)
GMAC (R)
Gruntal & Co. (N)
Hyatt Hotel (N)
Kansas City Board of Trade (R)
Kellogg Company (R)
Merrill Lynch (R)
Micro Age (N)
Minolta Copiers (N)
Northwest Mutual Life (R)
Northwest Orient Airlines (R)
Oldsmobile (R)
Premaco (N)
Prudential-Bache (R)
Purex (N)
Ramada Inn (N)
Savings & Loan Institute (N)
Sperry (R)

MSN[3]

Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Motors (R)
Hershey Foods (R)
Mattel, Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn, Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

USA Network[4]

Allied Van Lines (N)
Armour All (N)
Arrow Shirts (N)
Bonnie Bell (R)
Cadillac (R)
Cooper Tools (N)
Etonic Running Shoes (N)
General Mills (R)
Johnson & Johnson (R)
Lorus (N)
McDonald's Corp. (N)
Nabisco Brands (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Purex (N)
Rustoleum (N)
S.C. Johnson (N)
Sentry Hardware (N)
Stroh's (R)
Suzuki (N)
Traveler's Insurance (R)
Tri-Star Pictures (R)
United Airlines (N)

WTBS[5]

Activision (R)
Alberto (R)
Allied Corp. (R)
AMC (R)
Armour Dial (R)
AT&T (R)
Canada Dry (R)
Clorox (R)
Coca-Cola (R)
Coleco (R)
Columbia Records (R)
Coors (R)
Datsun (R)
Dodge (R)
Eastern Airlines (R)
Firestone (R)
Ford Motor Company (R)
General Electric (R)
Goodyear (R)
J.C. Penney (R)
K-Mart (R)
Krazy Glue (N)
Pepsi-Cola (R)
RCA (R)
Stetson (N)
Swift (R)
Texas Instruments (R)

The Weather Channel

Ace Hardware (R)
American Gas Association (R)
American Motors Corporation (R)
Armour Dial (N)
Anco Wiper Blades (R)
California Tree Fruit Agreement (R)
Champion Spark Plugs (R)
Emerson Electric (R)
Ford Division (R)
Goodyear (N)
Hyatt Hotels (N)
J.C. Penney (R)
Kellogg Company (R)
Kraft Foods (R)
Lennox Industries (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Prudential-Bache (N)
Quaker Oats (R)
Ralston Purina (R)
Richardson-Vicks (R)
G.D. Searle (R)
Sears Portrait (R)
Sterling Drug (R)
Union Carbide (R)
United Airlines (R)

R denotes renewal client.
N denotes new client.
Total advertising clients for April 1984
[1] 104 clients. [2] 45 clients. [3] 72 clients.
[4] 95 clients. [5] 222 clients.
Source: Advertising clients are provided by the program services to Titsch Communications Inc.

PLUS BUSINESS
Limited partnerships: Will the well run dry?

- Net erosion helps cable more than indies: CAB
- FNN union fights decertification
- L.A. city panel proposes cable user tax
- Cable to dominate, Sat Expo parley told

CableVision™

The news and features weekly of the cable television industry

May 21, 1984

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BOARDWALK
BALTIC AVENUE

System brokers: Landing on Park Place?

CableVision

This Week in Cable, pages 14-20

May 21, 1984, Volume 9, Number 38

L.A. MULLS SUBSCRIBER TAX

A proposal currently before the Los Angeles City Council would impose a 10 percent tax on top of a cable subscriber's monthly bill. The new tax would replace a current homeowner levy that now pays for garbage collection.

AD-SUPPORTED CABLE PAYS

The Cabletelevision Advertising Bureau is touting its latest A.C. Nielsen household data to Madison Avenue media wags. The findings: Despite the perception that independent stations benefit most from broadcast network audience erosion, Nielsen's research shows that ad-supported cable television is the real winner.

CABLE TAKES THE CAKE

Cable still will have 82 to 87 percent of all video subscribers in 1990, with its competitors splitting the balance, says consultant Jack Pottle of Browne, Bortz & Coddington. He made his comments at Sat Expo '84, held in Denver May 7-9.

TBS SLIDES, M/A-COM GAINS

Just one week after ABC eclipsed its chance to acquire ESPN, Turner Broadcasting reported a $5.3 million net loss in its opening 1984 quarter. Company officials maintained that TBS, despite the result, will be in the black for all of fiscal 1984. Meanwhile, M/A-COM registered a positive earnings report.

What's in the sections

PROGRAMMING 21

With little fanfare, Paramount Pictures has been building a potentially important ancillary revenue source: pay-per-view. Its latest offering will be the July presentation of *Terms of Endearment*.

BUSINESS 39

American Cable TV and Storer Cable may get extended construction deadlines for their Phoenix systems from city officials by the end of this week; officials also are considering institution of a three-year cable rate deregulation test.

GOVERNMENT & LAW 45

The continuing battle over must-carry rules moved to Congress recently, with the introduction of legislation that would codify present FCC laws. However, cable industry leaders don't see the bill moving very far before this session of Congress ends. And city officials in Minneapolis are working on yet another change in the city's cable contract with Rogers, this time to insert an economic non-discrimination clause. Local officials fear premium service rates could vary widely across town, now that the rate freeze has been lifted.

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About the cover

Artist Clark Tate uses familiar symbolism to illustrate this week's special report on the cable system brokerage business, and the prognostications of its players.

Pages 23-37 **PLUS**

The bottom line from the brokers

As the industry continues in a phase of consolidation and economic realism, system prices are holding steady, even increasing. The threat from the much-touted alternate technologies has yet to materialize—and probably won't endanger cable's lead as a purveyor of pay and basic programming. That's the consensus of a panel of cable system brokers assembled for the annual *CableVision Plus* Brokers' Roundtable. Also in *Plus*: Senior Editor Fred Dawson looks at the success of limited partnership offerings in cable, and explores the question of whether the pool of investors will remain large enough to sustain the instrument's widespread use.

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CABLE STATS

Film product comparison—May

Film	Pay Networks					Distributor
Adam's Woman					MAX*	Warner Bros
Airplane II	(HBO)	(ST)	TMC*			Paramount
Alice's Adventures in Wonderland		ST*				Muller Media
The Americanization of Emily		ST				MGM/UA
American Werewolf in London					MAX	Polly Gram
And Now For Something Completely Different	HBO*					Columbia
Andy Hardy Comes Home		ST				MGM/UA
Ask Any Girl		ST				MGM/UA
Auntie Mame					MAX	Warner Bros
Author! Author!	HBO	(ST)	TMC*	HTN*		20th Century-Fox
The Awakening			TMC			Warner Bros
Baby Blue Marine				(HTN)	MAX*	Columbia
Beloved Infidel				HTN		20th Century-Fox
Best Friends	(HBO)	(ST)	(TMC)	(HTN)	MAX*	Warner Bros
Betrayal			TMC			20th Century-Fox
Best Little Whorehouse in Texas		ST	(TMC)			Universal
Best of Everything				HTN		20th Century-Fox
Big Bad Mama					MAX	New World
The Big Brawl			TMC		MAX	Warner Bros
Black Beauty			TMC			Gleitzman
Blackboard Jungle		ST				MGM
The Black Stallion Returns	HBO		TMC			MGM/UA
Blue Skies Again	HBO		TMC			Warner Bros
The Boat/Das Boot	(HBO)				MAX	Columbia
The Boogens		(ST)	(TMC)		MAX	Sy Fischer
Brainstorm	HBO	ST	TMC		MAX	MGM/UA
Breathless					MAX	Oriam
Bring Me the Head of Alfredo Garcia			TMC			MGM/UA
Britannia Hospital	HBO					AFD
Bugs Bunny's 3rd Movie 1001 Rabbit Tales	(HBO)		TMC	(HTN)		Warner Bros
Bugs Bunny/The Road Runner Movie					MAX	Warner Bros
Carousel					MAX	20th Century-Fox
Carry On Emanuelle		ST				Excel Video
Champion of Death			TMC			MGM/UA
Chasing Horizons			TMC			Sanrio
Cheech & Chong Still Smokin		ST*	(TMC)			Paramount
Circle of Power		ST				Interfilm
Commancheros, The				HTN		20th Century-Fox
Cops & Other Lovers		ST*				Cinema Signal
The Corn Is Green				HTN		Warner Bros
Cracking Up	HBO*		TMC*			Warner Bros
A Dangerous Summer			TMC			Goldwyn
The Day The Women Got Even					MAX	Time-Life Films
Deathtrap		(ST)	(TMC)	HTN	MAX*	Warner Bros
The Deep		(ST)		HTN*	(MAX)	Columbia
Decision Before Dawn				HTN	MAX	20th Century-Fox
Devonsville Terror		ST				Atlantic
Dog Day Afternoon		ST*				Warner Bros
Dream Wife		ST				MGM/UA
Dusty	(HBO)	ST*	(TMC)			Castle Hill
Eating Raoul	(HBO)	(ST)			MAX	20th Century-Fox
Emanuelle of Taboo Island					MAX*	Wrightwood Films
The End		(ST)			MAX*	MGM/UA
Enter the Dragon			TMC		MAX	Warner Bros
Enter the Ninja		(ST)	TMC			Viacom
Everything You Always Wanted to Know About Sex			TMC			MGM/UA
Exposed	HBO*		TMC*			MGM/UA
Fallen Angel					MAX	Not Available
Fast Company					MAX*	HBO
Fast Walking		(ST)	TMC		(MAX)	Lorimar
Father of the Bride		ST				MGM/UA
Fedora					MAX	Lorimar
5th Dimension, The				HTN		Chicago Teleproductions
Fighting Sullivans, The					MAX	Crystal Pic
Fiona		ST*			(MAX)	Rumson
Firefox		ST				Warner Bros
A Fistful of Dynamite			TMC			MGM/UA
Forced Vengeance	(HBO)	(ST)	TMC*			MGM/UA
Foxes			TMC			MGM/UA
Friday the 13th			TMC		(MAX)	Paramount
Friday the 13th Pt 2			TMC			Paramount
Friday the 13th Pt 3			TMC*			Paramount
From the Terrace				HTN		20th Century-Fox
Game for Vultures					MAX	Caris Enterprises
Get Crazy	HBO					Embassy
Gigot				HTN*		20th Century-Fox
The Godfather	(HBO)				MAX	Paramount
The Godfather Part II	HBO*				(MAX)	Paramount
Goodbye Emanuelle		ST			(MAX)	Miramax
Grand Illusion					MAX	Janus
Greased Lightning					MAX	Warner Bros
The Grey Fox	HBO		TMC			The Movie Store
Guys and Dolls					MAX	Samuel Goldwyn
The Hanging Tree				HTN		Warner Bros
Hanky Panky				(HTN)	MAX*	Columbia
Happy Hooker Goes to Hollywood, The			TMC		MAX	Cannon
Happy Hooker Goes to Washington, The		(ST)	TMC			Cannon
Harry Tracy	(HBO)		TMC			Movie Store
High Road To China	HBO				(MAX)	Galaxy Films
The Hollywood Knights	HBO					Columbia
Honky Tonk Man		(ST)	(TMC)	HTN	(MAX)	Warner Bros
Horror Planet		ST				Almi
The House Where Evil Dwells			TMC			MGM/UA
The Hunger		ST	TMC			MGM/UA
Hunter, The		ST				Paramount
If You Could See What I Hear	HBO	(ST)	TMC		(MAX)	Film Accord
The Innocent					MAX	K-PAY
Interiors			TMC			MGM/UA
Intimate Moments					MAX	Embassy
It's Showtime		ST				MGM/UA
I Was Monty's Double					MAX	Janus Films
Jack the Giant Killer		ST				MGM/UA
Jesus			TMC	(HTN)	(MAX)	Warner Bros
Jimmy the Kid					MAX*	New World
Jinxed					MAX	MGM/UA
Just Tell Me What You Want					MAX*	Warner Bros
Kill or Be Killed			TMC			Viacom
The Kingfisher	HBO					Embassy
The King of Comedy	HBO				(MAX)	20th Century-Fox
Kiss Me Goodbye	(HBO)	(ST)	TMC	(HTN)		20th Century-Fox
Kiss Me Kate		ST*				MGM/UA
The Last American Virgin					MAX*	Viacom
Lenny		ST				MGM/UA
Local Hero	HBO	ST	TMC	HTN		Warner Bros
Lone Wolf McQuade	HBO*					Orion
A Long Way Home					MAX	Alan Enterprises
Looker			TMC		(MAX)	Warner Bros
Lost and Found					MAX	Columbia
Lost Horizon					MAX	Columbia
Love and Death			TMC			MGM/UA
Love At First Bite		ST*	(TMC)		(MAX)	Viacom
Manhattan		ST				MGM/UA
Manny's Orphans		ST		(HTN)		Castle Hill
Man Who Saw Tomorrow			(TMC)		MAX*	Warner Bros
Man, Woman & Child		ST*				Paramount
The Mating Game		ST				MGM/UA
Miracle of Kathy Miller				HTN		Universal Pictures
The Mirror Crack'd	HBO*				(MAX)	AFD
Misty				HTN		UPA Productions
Mother Lode	HBO*	ST*	(TMC)			Atlantic
Munsters' Revenge				HTN		Universal Pictures
Music Man, The					MAX	Warner Bros
My Bodyguard			TMC*		(MAX)	Prime Time
My Cousin Rachael				HTN*		20th Century-Fox
My Lady Fair	HBO		(TMC)	(HTN)	(MAX)	CBS
Nana		ST*			(MAX)	Viacom
The Next One			TMC			Wescom
A Night In Cassablanca			TMC			Castle Hill
1941			(TMC)		MAX*	Columbia
O'Hara's Wife	(HBO)		TMC*			Albacore
"Oh, God"		ST	(TMC)		MAX*	Warner Bros
On the Town		ST				MGM/UA
On the Waterfront			(TMC)	HTN*	MAX*	Columbia
The Pirate Movie			TMC*	(HTN)		20th Century-Fox
Poltergeist	HBO	(ST)	TMC*		(MAX)	MGM/UA
Porky's	(HBO)	ST	(TMC)		MAX	20th Century-Fox

Film	Pay Networks					Distributor
The Prize Fighter					MAX	Prize Fighter Ltd
The Promise					MAX	Universal
Ratapian					MAX*	MGM/UA
Return of Frank James				HTN*		20th Century-Fox
Riddle of the Sands	HBO		TMC			Satori
Rocky III		ST	TMC	(HTN)	MAX*	MGM/UA
Rules of the Game					MAX	
Same Time Next Year	(HBO)	ST*	(TMC)	HTN	MAX*	Universal
Saturday the 14th					MAX	New World
Secrets of the Bermuda Triangle				HTN		Warner Bros
The Seduction	HBO	ST	(TMC)		(MAX)	Embassy
The Sex Machine		(ST)			MAX*	Samuel Goldwyn Co
Sherlock Holmes In Pursuit to Algiers		(ST)	TMC			Gutman
Sherlock Holmes In Terror by Night		(ST)	TMC			Gutman
Silver Dream Racer	HBO					Almi Group
Sink the Bismark				(HTN)	MAX*	20th Century-Fox
Six Pack		ST*		(HTN)	(MAX)	20th Century-Fox
Sodom and Gomorrah				HTN*		20th Century-Fox
Some Kind of Hero	(HBO)	ST	(TMC)	HTN		Paramount
The Sound and the Fury				HTN		20th Century-Fox
Sounder		ST				UPA
Spirit of St Louis					MAX	Warner Bros
Split Image	HBO				(MAX)	PolyGram
Stardust Memories			TMC			MGM/UA
Star Trek II The Wrath of Khan	(HBO)	ST		(HTN)		Paramount
Still of the Night	(HBO)	(ST)			MAX	MGM/UA
Street Car Named Desire					MAX	Warner Bros
Stroker Ace	(HBO)	(ST)	(TMC)	HTN	(MAX)	Warner Bros
Summer Lovers		ST	(TMC)			Orion
Superchick		ST				Crown
Table for Five	(HBO)	(ST)	TMC	(HTN)		CBS
The Thing	HBO	(ST)	TMC*			Universal
Tim					MAX*	Sambri
A Time to Die	HBO					Almi Group
Tin Man	HBO		TMC			Goldfarb
Tom Sawyer		ST				MGM/UA
Tootsie	HBO				MAX	Columbia
To Please a Lady		ST				MGM/UA
Touched	HBO			(HTN)		20th Century-Fox
The Toy			(TMC)	(HTN)	MAX	Columbia
The Trouble with Girls		ST				MGM/UA
Twilight Zone-The Movie	HBO	ST	TMC			Warner Bros
Vice Squad		ST	(TMC)			Embassy
Waltz Across Texas				(HTN)	MAX	Atlantic Releasing
Wargames	HBO	ST	TMC	HTN	MAX	MGM/UA
Warlock				HTN		20th Century-Fox
Waterhole #3			TMC			Paramount
The Wedding Party				HTN		Troma
Welcome to LA			TMC*			MGM/UA
What a Way to Go			(TMC)	HTN*		20th Century Fox
Where the Lilies Blom		ST				MGM/UA
Wild Horse Hank	HBO				(MAX)	GJL Productions
Willy Wonka and the Chocolate Factory		(ST)	TMC		MAX	Warner Bros
Wonder of It All	HBO			(HTN)		Simcom
Year of Living Dangerously	HBO	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
Young Doctors in Love			(TMC)		MAX*	ABC Video Enter
Young Frankenstein			TMC		MAX	20th Century-Fox
Young Lady Chatterley					MAX	Oriam
The Young Lions					MAX	20th Century-Fox
Zapped!		ST	(TMC)		(MAX)	Embassy

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in December, 1983, January, February, March and/or April 1984.

- An asterisk indicates that the film is a carry-over from December 1983, January, February, March and/or April 1984.

- In total, 206 films appear on the May schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months, five films have played on all five services, 14 films have played on four of the five services, 21 on three services and 52 on two services. One hundred fourteen were unduplicated.

- The motion picture distributor to pay cable with the most titles featured this months is MGM/UA with 39, followed by Warner Bros. with 30 and 20th Century-Fox with 25.

- Dustin Hoffman as "Tootsie" is featured on the cover of HBO's May program guide. "Local Hero" starring Burt Lancaster appears on Home Theatre Network's cover guide. The Movie Channel guide cover presents scenes from "Twilight Zone The Movie" and "War Games." John Houseman's "Paper Chase: The Second Year," Barry Manilow's concert at Blenheim Palace and "Broadway on Showtime" presenting "You Can't Take it With You" are all featured on Showtime's May program guide cover.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	241,301	(3/84)
2	Woodbury (Long Island), NY	Cablevision Systems	220,000	(1/84)
3	Manhattan, NY	ATC	187,500	(12/83)
4	Houston, TX	Warner Amex	184,900	(1/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	174,083	(3/84)
7	East Orange, NJ	Maclean Hunter	157,711	(1/84)
8	Cincinnati area, OH	Warner Amex	134,290	(12/83)
9	Wayne, NJ	UA Cablesystems	129,100	(3/84)
10	Tulsa, OK	United Cable	113,053	(2/84)
11	Audubon, NJ	Independent	111,987	(3/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Atlanta, Metro Area[2]	Prime Cable	106,000	(2/84)
14	Baltimore County, MD	Comcast Cable	106,000	(3/84)
15	Erie County, NY	Prime Cable Corp	105,537	(3/84)
16	Tidewater (Norfolk), VA	Cox Cable	103,083	(3/84)
17	San Jose, CA	Gill Industries	102,100	(3/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Memphis, TN	ATC	94,300	(12/83)

1. Includes Orlando, FL and Melbourne, FL
2. Includes DeKalb, GA, Atlanta, GA and East Pt. College, GA

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,766,000	(1/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,996,141	(3/84)
4	Cox Cable Communications Inc	1,482,105	(3/84)
5	Storer Cable Communications	1,371,000	(12/83)
6	Warner Amex Cable Communications Inc	1,362,000	(12/83)
7	Times Mirror Cable TV Inc	951,892	(3/84)
8	Continental Cablevision	859,000	(3/84)
9	Newhouse Broadcasting[1]	826,406	(3/84)
10	Viacom Cablevision	743,059	(3/84)
11	United Cable Television Corp[2]	641,000	(2/84)
12	Sammons Communications, Inc	588,500	(3/84)
13	Rogers Cablesystems, Inc	515,844	(3/84)
14	Cablevision Systems Development	479,000	(2/84)
15	Comcast Cable Communications	455,000	(3/84)
16	Telecable Corporation	392,397	(3/84)
17	Jones Intercable	380,674	(3/84)
18	Heritage Communications Inc	376,496	(3/84)
19	Capital Cities Cable, Inc	353,041	(3/84)
20	UA Cablesystems Corp	345,500	(3/84)

1. Includes MetroVision, NewChannels, Vision Cable
2. Includes TCI acquisitions

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

PLUS
MARKETING
The Disney Channel's Growing Pains

- Showtime/TMC parents tap adman for top slot
- Higher than expected pay-to-basic in U.K.
- Miami chides TCI-Americable operations
- Funding woes stall Games Net launch

CableVision™

The news and features weekly of the cable television industry

May 28, 1984

"Adam Smith was right."

NCTA chairman Ed Allen

CableVision

This Week in Cable, pages 16-24

May 28, 1984, Volume 9, Number 39

NEW CHIEF AT SHOWTIME/TMC

In a seemingly sudden move, Showtime/The Movie Channel named Neil Austrian, Doyle Dane Bernbach president and chief executive officer, its chairman and CEO. Austrian is expected to bring strong management and marketing skills to his new post. Showtime/TMC President and Chief Operating Officer Mike Weinblatt was asked to stay on in his current position, but so far has not announced his decision.

CABLE: A BIG HIT IN BRIT

Britain's first-up pay TV service, six weeks after launch, has experienced a higher-than-expected pay-to-basic penetration.

ACCESS AT ISSUE IN HARTFORD

Times Mirror's Hartford, Conn., system is embroiled in a controversy over contract renegotiations with six community cable access organizations. The dispute centers on funding of the groups, and their use of two channels on the system.

MIAMI BRASS CHIDES SYSTEM

Miami Cablevision is found lacking in various elements of its operation, according to a review of the TCI-Americable system released by city officials. Bill Gjebre details their findings.

GAMES NET TAKES TIME-OUT

After a recent announcement that a summer launch was imminent, The Games Network stated last week that, due to financial shortages, it was delaying the start of its down-loaded service.

TV RUFFLES REPRESENTATIVES

A recent flap between House Republicans and the Speaker's office focuses attention on the impact television is having on the House of Representatives' proceedings.

PROGRAMMING 26

Faced with expected high network viewership during the Olympics, the nation's pay services are looking to cut their losses. And already a local public broadcasting institution, New York's WNYC is putting more emphasis these days on its 18-month old local origination cable service, covering Manhattan's pair of systems.

MARKETING/ADVERTISING 28

Home Video Shopper, a 24-hour cable service devoted exclusively to advertiser-sponsored "infomercial" programs, celebrated its first birthday last month. And while the going hasn't been easy for the Green Bay, Wis., service, it's made significant strides, and expects to add national sponsors and more than $100,000 in billing during its second year.

BUSINESS 30

The Warner Amex Cable rate increase situation in Cincinnati will go to arbitration, and two members of a panel created to weigh the dispute between the MSO and city officials are expected to be named this week. Paul Furiga provides the details.

GOVERNMENT & LAW 38

The California Cable Television Association continues its fight against Pacific Bell's proposal to build a cable system for Palo Alto, Calif., and lease capacity for cable television service back to the city.

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About the cover

Edward Allen, president of Western Communications Inc., shares his thoughts on the future of both NCTA and the industry at large.

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Shop talk from Edward Allen

The philosophy of economist Adam Smith is alive and well in the person of incoming NCTA Chairman Ed Allen. A staunch believer in "letting the marketplace decide," Allen outlines his goals for NCTA's upcoming year in an interview with Editor-in-Chief Victor Livingston. Also in *Plus*: West Coast Bureau Chief Eric Taub examines The Disney Channel's growing pains, and takes a look inside the pay service's organization.

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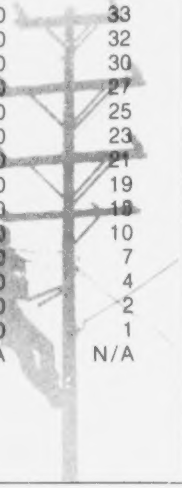
BPA

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since April 1984.

Arizona
Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)

California
Avalon—award to Catalina Cable TV 4/3/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—RFP issued to operate city owned system, deadline 6/15/84 (3,000 homes)
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—negotiating with KTS Corp (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83 (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc., award expected by 7/84 (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating with United Cable TV, award expected 5/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes)
South Monrovia—proposals received from Falcon Communications and Acton Corp (5,400 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
proposals received from D.C. Telecommunications Development Corp., Capital City Cable and District Cablevision Inc., award expected 6/84 (254,000 homes)

Florida
Fellsmere—award to Sci Ad 3/29/84 (1,500 homes)
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—final awards granted to four of five areas. Area I proposals under review (300,000 homes), Area II award to Group W (217,000 homes), Area III award to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) 6,000 homes), Area V to Continental Cablevision (188,000 homes)
Countryside—preliminary award to Cablevision of Chicago, (2,200 homes)
Elmwood Park—RFP issued (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—RFP re-issued (17,000 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—award to Multimedia 3/19/84 (7,100 homes)
Wheaton—negotiating with Centel, award expected by 5/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diognol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—award to Liberty Communications (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 5/8/84
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—proposal from TCI; award expected 6/84 (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—only proposal submitted by United Cable, award expected by 7/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—proposals submitted by Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—RFP to be issued 6/84 (43,000 homes)
Dedham—award to Bay Cable TV 11/17/84 (8,000 homes)
East Bridgewater—Campbell Communications denied award, Campbell is appealing (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable (2,000 homes)
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holiston—preliminary award to Massachusetts Cablevision Systems Inc (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc. (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—only proposal received from Campbell Communications, award expected 7/84 (5,000 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)
Shirley—proposals submitted by United CableVision and Mashoba Communications (1,827 homes)
Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co., award expected 6/84 (2,000 homes)
Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—award to Nashoba Communications 11/83 (2,306 homes)
Upton—only proposal received from Worster Cablevision Inc. (1,600 homes)

CABLE STATS

Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—proposals under review, award expected by 7/83 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative, Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—negotiating with Getty TV, award expected 5/84
Jerome Township—award to Whitney Cablevision
Lake Orion—proposal submitted by Tribune United, Concord Telecommunications and Multi Cablevision
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system, Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—RFP issued, proposals due 5/3/84 (5,227 homes)
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—proposals received from Rite Cable and Dow-Sat Cable of Minnesota
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel. Co. 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—proposals submitted by Dowden Communications and Rite Cable Company of Minnesota (457 homes)
Menahga—award to West Central Tel. Co. 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communciations 10/83 (200 homes)
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel. Co. 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel. Co. 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—plan municipal ownership (1,600 homes)

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—negotiating with Harron Communications (1,124 homes)
Pelham—negotiating with Harron Communications (2,500 homes)
Sandown—proposals received from Harron Co. and Continental (800 homes)
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plan municipal ownership, RFP issued for operation (55,000 homes)

New York
Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes)
Mayville—award to U.S. Cable 9/26/83 (5,430 homes)
Mt. Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn, Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable and Vision Cable—Staten Island, ATC—areas of Queens, Queens Inner Unity Cable—Southern Queens
North Salem—RFP re-issued, deadline extended until 5/31/84 (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina
Camden County—drafting RFP
Jackson—statements of interest being accepted (400 homes)
Pamilico County—award to Kounty Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—preliminary award to Space Cable of Ohio (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals received from Oberlin Cable Co-Op and Grafton Cable, award expected 5/84 (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9.14.83 (1,500 homes)

Oregon
Amity—award to Eagle Cable Systems Inc. 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—award to Scatcom Cable 11/83 (800 homes)
Philadelphia—city is divided into four areas, RFPs have been reissued for the four areas with a deadline for 7/2/84 (each area 155,000 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—award to Teltran 4/3/84 (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—negotiating with Berryville TV Cable Co. (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communications 2/1/84 (16,697 homes)

Washington
Granger, Toppenish, Wapato, Zilah—award to McCaw Communications 9.83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with Teledata Systems (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes)

Source: Titsch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n) 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas Area I FP Areas II, III, IV, V FG
4	Philadelphia	City is divided into N.S.E.W.-RP additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FP
9	Clevland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP), 1-BP), Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FG
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

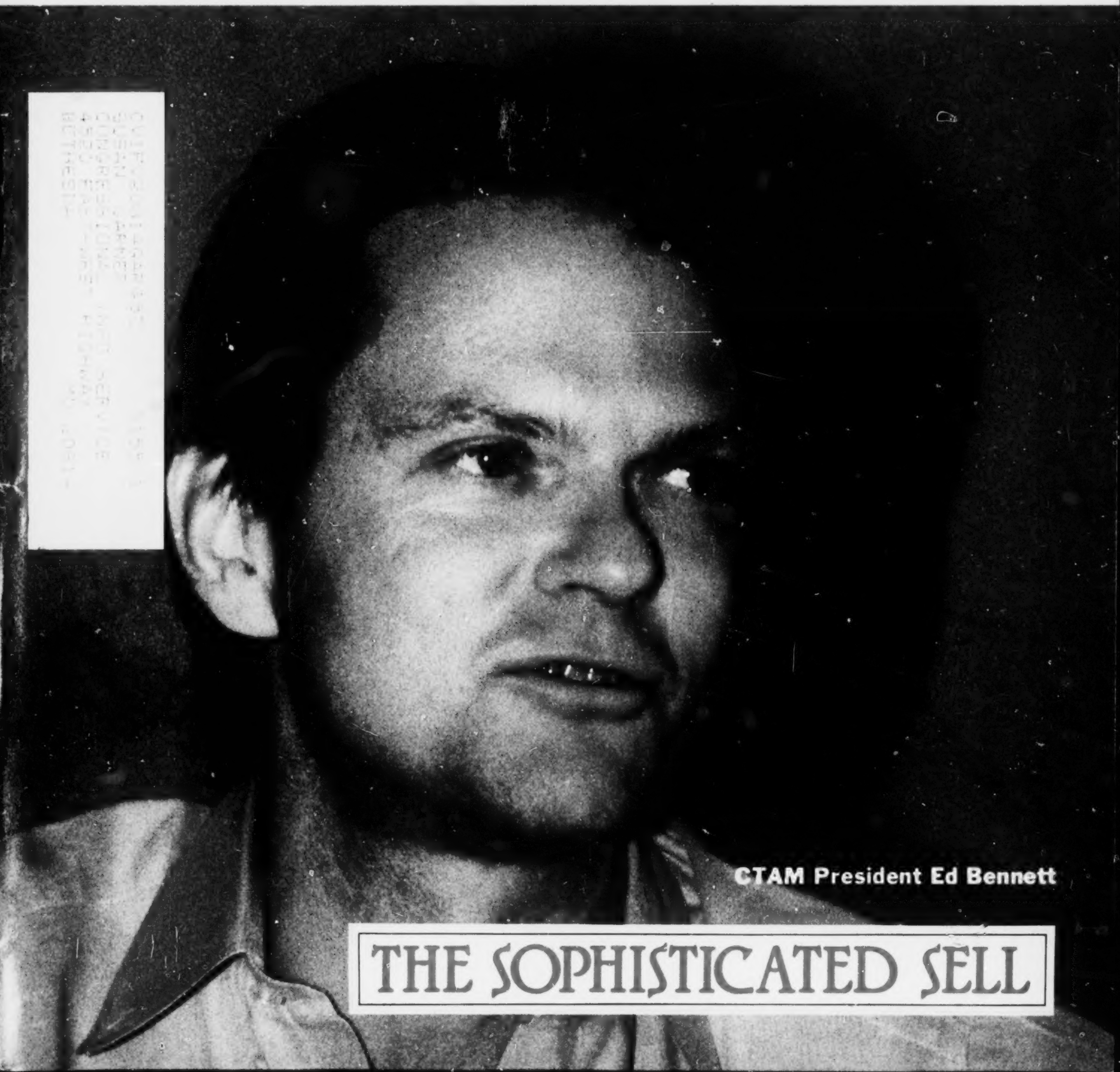
Source: Titsch Communications Inc.

PLUS
MARKETING
CTAM board brass sound off on sales

- ICR cable stats reflect slowdown in industry growth
- The 'shakeout' isn't over, warns NTIA study
- Heritage VP calls for cable-telco detente
- TBS in full court press for NBA rights

CableVision™

The news and features weekly of the cable television industry June 4, 1984



CTAM President Ed Bennett

THE SOPHISTICATED SELL

CableVision

This Week in Cable, pages 16-19

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CABLE GROWTH STUNTED?

Cable industry growth statistics issued by Titsch Communications' International Communication Research, a division of International Thomson, predict a severe drop in basic and pay subscriber growth through 1990, and a cutback in urban franchising and building.

TBS GOES FOR MORE SPORTS

Turner Broadcasting is now going after National Basketball Association rights. While trying to nail down a $20 million, two-year NBA contract, TBS has approached the United States Football League about paying more than $50 millon for a three-year game package.

CANADIAN SERVICES TIE KNOT

Although neither of Canada's pay services will confirm reports of a merger, industry observers and analysts predict First Choice and SuperChannel, spurred on by Star Channel's attempt at a comeback, will join forces for better programmed, financially viable premium service.

BOXING BACK-OUT COULD KO PPV

With the expected cancellation of next month's Holmes-Coetzee title bout, Pay-Per-View Associates, the cable promoter of this event, may throw in the towel. Los Angeles correspondent Eric Taub provides the details.

PROGRAMMING 22

A controversy has developed between Times Mirror's Hartford, Conn., system and local public access groups over future funding and staffing for two of the franchise's channels.

MARKETING/ADVERTISING 39

The Nabu Network, a high-tech satellite-delivered downloading service, goes foot-stepping in search of subscribers in Alexandria, Va.

BUSINESS 40

Higher-than-expected pay to basic ratios in Great Britain please cable backers; also, a government proposal would combine the U.K.'s proposed DBS scenario, possibly partnering private firms with the British Broadcasting Corp.

GOVERNMENT & LAW 44

The battle over copyright payments goes on as the NCTA requests a rule change affecting new distant signals substituted for previously carried signals. Also, a government agency study predicts the shakeout in cable isn't over.

PLUS

Pages 23-35

CTAM: Cable's 'think-tank' forges ahead

The Cable Television Administration and Marketing Society never quite described itself as such, but as members of its board gathered with Editor-in-Chief Victor Livingston for a discussion of marketing strategies, it became clear that CTAM has developed into the industry's "think-tank." Cable operators also must come to think of themselves as providers of information and entertainment for television households, even if that means going beyond cable in some cases: So says Ed Bennett, this year's CTAM president and an industry visionary.

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About the cover

CTAM President Ed Bennett is captured in a casual setting on Florida's Captiva Island, where he was interviewed for this week's special *CableVision Plus* report.

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BPA

ICR SCALES BACK GROWTH PROJECTIONS

MEDIA, Pa.—Competition from alternate delivery systems such as direct broadcast satellite and multichannel MDS, together with the foot-dragging franchising process in many of the country's as-yet-unwired urban areas, has caused International Communications Research to scale back its cable industry growth projections.

ICR's just-published March 30, 1984 pay and basic growth estimates show a dramatic cutback from its previous 1983 year-end projections. Those estimates showed basic subscriber growth from 30,300,000 in 1983 to 35,448,000 by the end of 1984. In its new growth figures, ICR shows an increase of only 2,694,000 basic subscribers in 1984, representing a 48 percent scaleback.

Pay cable estimates were cut as well. The 1983 year-end estimates showed 4,044,000 additional pay subscribers by the end of 1984. ICR reduced its pay cable growth projections by 53 percent, from 17,877,000 subscribers in 1983 to a projected 19,764,000 by year-end 1984—an increase of 1,887,000 premium channel households.

ICR is a division of Titsch Communications Inc., subsidiary of International Thomson Business Press.

According to the March 1984 ICR estimates, 50,706,000 households will subscribe to basic cable by 1990, 8,194,000 fewer than 1983 projections.

The number of pay subscriber households expected by the end of the decade dropped from 43,700,000 in the 1983 estimates to 32,959,000 in the latest projections. According to Brian Finch, ICR director of operations, this is 25 percent lower than the 1983 estimates, representing a net growth reduction of 41 percent.

A spokesperson for Paul Kagan and Associates, which also publishes cable growth figures, said that firm may show a slight downward adjustment when its 1984 projections are published in June. Kagan's June 1983 basic subscriber estimates were slightly lower than ICR's December 1983 estimates. Kagan pegged 1984 basic subs at 34 million, 1985 basics at 38.8 million and 1990 basic sub estimates at 55.8 million.

ICR's cable growth adjustments respond primarily to delays in franchising agreements in larger urban areas, Finch said. "The longer they are uncabled, the greater the likelihood they will be displaced by competing technologies. In markets in which people and the city cannot make up their minds about what (kinds of services) they want to deliver, it makes sense for someone not regulated to come in and take advantage of it."

Finch added that even if the currently uncabled urban markets were wired, there are questions about the number of subscribers they could sign on.

"There is some debate in our minds as to how rich the markets can be, demographically, and the income base they represent," Finch said. "There's a question as to whether they really are a fertile pay (environment)."

Although DBS or MDS services can offer only a limited number of services, Finch said they are able to deliver the key programming segments: movies, sports, news, lifestyle and children's fare. "They have the opportunity to skim the cream off the top," Finch said.

Despite the scalebacks, Finch said, cable still shows signs of significant growth. Cable penetration is expected to reach 54 percent of U.S. television households by the end of the decade. It is currently at 36.7 percent.

"Cable is taking on the aspects of a maturing industry," Finch said. And an industry that reaches that level must do two things, according to Finch and Ted Klenske, ICR senior marketing analyst: Protect its market share when growth slows or stops, and take an aggressive stance against the inevitable competition.

"It's not a case of cabling new areas," Finch said. "Cable can increase its penetration by improving the way its business is run—fine tuning operations and pricing packages."

Operators should consider developing DBS operations, much like Barden Cablevision founder Don Barden is doing in Detroit, to fend off competition until franchises can be completely wired, Finch and Klenske said.

"We're trying to deliver programming to households, the vehicle isn't that important," Finch said. "It makes a lot of sense to expand the operation. If the opportunity is there, why shouldn't it be the cable operator (who takes advantage of it)?"

Asked about the possibility for further scalebacks in cable growth projections, Finch and Klenske would say only that the current forecasts are under review and ICR "won't raise the outlook."

Finch predicted, however, that cable growth would "rapidly flatten" in the 1990s. "There is a practical limit to the type of given programming in any household," he said. "There are only so many movie channels a household probably wants to subscribe to."

Storer Communications Vice President Ken Bagwell was not concerned with ICR's revised cable growth forecasts: "Our future is not tied to whether the United States is 50 percent or 70 percent penetrated," he said. "There will be a lot of cherry-picking if there is a successful DBS system . . . I don't see DBS taking over basic cable . . . We'll go about our merry way and continue to grow internally."

—Cecilia Capuzzi

CABLE INDUSTRY GROWTH, REVISED ESTIMATES AS OF MARCH 30, 1984

YEAR	BASIC SUBSCRIBERS	% OF TVHH	PAY SUBSCRIBERS	% OF TVHH
1990E	50,706,000	54	32,959,000	35
1989E	48,256,000	52	30,883,000	33
1988E	45,500,000	50	28,665,000	32
1987E	41,971,000	47	26,022,000	30
1986E	39,510,000	45	24,101,000	27
1985E	36,120,000	42	21,672,000	25
1984E	32,994,000	39	19,764,000	23

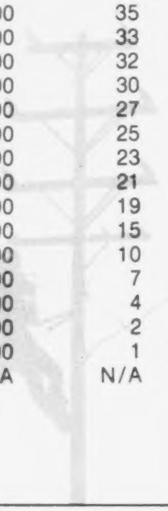
CABLE INDUSTRY GROWTH AS PROJECTED DEC. 31, 1983

1990E	58,900,000	62	43,700,000	46
1989E	54,988,000	59	40,076,000	43
1988E	52,098,000	57	36,560,000	40
1987E	49,280,000	55	33,152,000	37
1986E	45,656,000	52	29,852,000	34
1985E	40,467,000	47	25,830,000	30
1984E	35,448,000	42	21,944,000	26

* Source: CableProFile Data Base, International Communications Research

CABLE STATS

Cable Industry Growth Chart



YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable	36.7%
Percent of HP with basic cable	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984.
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Genesis Storytime	8
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Sports Time Cable Network	4
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
ESPN	6
KKGO-FM	17
National Christian Network	7
Playboy (evenings)	12
Santa Fe Communications	23
SCAN	3
SPN	3
SportsVision	9
Trinity	17
WPIX	19

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
American Christian Television Systems	2X
ARTS and Entertainment	12D
BET	12X
The Disney Channel (Wold Communications)	5X, 6X
FNN	11D
Meadows Racing Network	8X
Nashville Network (Group W)	9D
National Jewish Television	12X
Pro Am Sports System	7X
SelecTV (Wold Communications)	3D
Sportsvue	4X
University Network	1X
WPIX	6D

Galaxy I (Hughes)	**Transponder**
BET	17
CBN	11
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel	4, 24
GalaVision (SIN)	20
HBO	23
Home Team Sports	12
The Movie Channel	14
Nashville Network	2
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

Source: Titsch Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,766,000	(1/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,988,352	(4/84)
4	Cox Cable Communications Inc	1,494,008	(4/84)
5	Storer Cable Communications	1,413,000	(3/84)
6	Warner Amex Cable Communications Inc	1,382,983	(4/84)
7	Times Mirror Cable TV Inc	961,638	(4/84)
8	Continental Cablevision	868,000	(4/84)
9	Newhouse Broadcasting	835,977	(4/84)
10	Viacom Cablevision	747,145	(4/84)
11	United Cable Television Corp	649,000	(3/84)
12	Sammons Communications Inc	593,000	(4/84)
13	Rogers Cablesystems Inc	526,000	(4/84)
14	Cablevision Systems Development Co	502,000	(4/84)
15	Comcast Cable Communications	459,000	(4/84)
16	Telecable Corp	410,478	(4/84)
17	Jones Intercable	387,748	(4/84)
18	Heritage Communications Inc	379,288	(4/84)
19	Capital Cities Cable Inc	354,560	(4/84)
20	UA Cablesystems Corp	345,549	(4/84)
21	General Electric Cablevision	326,700	(4/84)
22	Wometco Cable TV Inc	287,516	(4/84)
23	Century Communications Corp	275,000	(4/84)
24	Prime Cable Corp	269,366	(4/84)
25	Multimedia Cablevision Inc	257,984	(4/84)
26	Daniels & Associates	240,041	(4/84)
27	Centel Cable Television Co	239,726	(3/84)
28	TCA Group	235,287	(4/84)
29	Maclean Hunter Cable TV Ltd	234,061	(3/84)
30	American Cablesystems Corp	192,280	(4/84)
31	Service Electric Cable TV Inc	189,500	(4/84)
32	Scripps-Howard	189,198	(4/84)
33	Colony Communications Inc	181,683	(4/84)
34	Adelphia Communications	181,000	(4/84)
35	Communications Service Inc	175,000	(9/83)
36	Cable Vision Industries	174,660	(4/84)
37	Rollins Inc	172,800	(4/84)
38	Cablentertainment	167,124	(4/84)
39	Tribune Cable Communications	158,235	(4/84)
40	Western Communications	148,713	(4/84)
41	McDonald Group	139,585	(6/83)
42	Adams-Russell Communications	128,716	(4/84)
43	Midcontinent Cable Systems Co	127,644	(4/84)
44	Harron Communications Corp	126,289	(4/84)
45	Midwest Video Corp	118,102	(9/83)
46	McCaw Communications	116,800	(4/84)
47	Buckeye Cablevision	115,528	(4/84)
48	Sutton Capital Group	114,301	(3/84)
49	Televents Inc	109,021	(4/84)
50	Falcon Communications	108,161	(4/84)
51	Armstrong Utilities	104,856	(4/84)
52	Harris Cable Corp	103,186	(4/84)
53	Communications Systems Inc	94,655	(4/84)
54	Lenfest Group	89,208	(4/84)
55	Summit Communications	87,989	(4/84)
56	Multi-Channel TV Cable Co	87,755	(4/84)
57	Greater Media	84,642	(4/84)
58	US Cable Corp	84,500	(4/84)
59	McClatchy Newspapers	82,954	(4/84)
60	King Videocable Co	80,169	(4/84)
61	Perry Cable TV Corp	78,334	(4/84)
62	Palmer Communications	77,174	(4/84)
63	National Telecommunications Corp	76,655	(12/83)
64	The Essex Group	75,433	(4/84)
65	WEHCO Video Inc	73,300	(4/84)
66	Ultracom Inc	72,582	(4/84)
67	Acton Corp	72,000	(4/84)
68	Omega Communications	68,000	(4/84)
69	Booth Communications	67,433	(4/84)
70	Susquehanna Broadcasting	66,466	(4/84)
71	Sonic Cable TV	63,941	(4/84)
72	Wabash Cablevision	63,900	(4/84)
73	Cable Management Associates Inc	63,500	(4/84)
74	Pencor Service Inc	62,830	(4/84)
75	Marsh Media	56,000	(3/84)
76	Selkirk Communications	53,591	(4/84)
77	Omni Cable TV Corp	52,509	(12/83)
78	The Daily Press	52,000	(4/84)
79	Harte Hanks Communications	48,319	(4/84)
80	Simmons Communications	46,328	(4/84)
81	Matrix Enterprises	43,320	(4/84)
82	Helicon Corp	43,041	(4/84)
83	Cencom Cable Association	41,403	(4/84)
84	Chambers Communications Corp	40,975	(4/84)
85	Donrey Cablevision	40,550	(4/84)
86	Joseph Gans	39,927	(4/84)
87	National Cablesystems Inc	38,212	(4/84)
88	Combined Cable Corp	38,200	(4/84)
89	United Video Management	35,400	(4/84)
90	Masada Corp	35,179	(4/84)
91	New England Cablevision	35,173	(4/84)
92	Multivision Group	33,561	(4/84)
93	Cable Holdings Inc	32,946	(4/84)
94	Wisconsin Cablevision and Radio Co. Inc	32,461	(4/84)
95	First Carolina Communications Inc	31,500	(4/84)
96	Whitney Communications Corp	30,000	(4/84)
97	United Broadcasting Co	30,000	(3/84)
98	Southern Cablevision	30,000	(4/83)
99	Mid America Media	28,061	(4/84)
100	Consolidated Cable Systems	27,435	(4/84)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

Top 100 systems

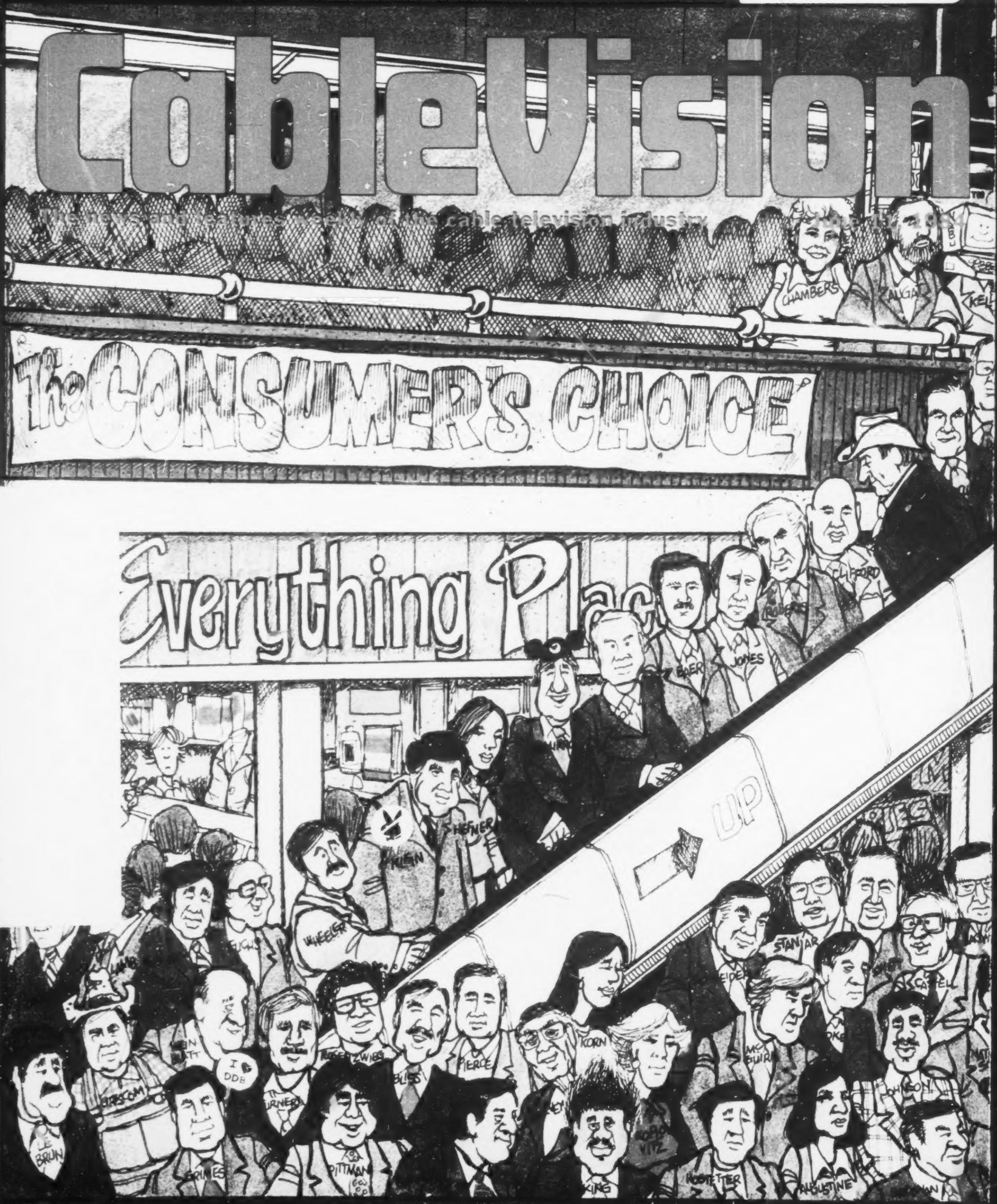
Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	242,283	(4/84)
2	Woodbury (Long Island), NY	Cablevision Systems	225,000	(3/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,414	(4/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	178,840	(4/84)
7	East Orange, NJ	Maclean Hunter	160,109	(3/84)
8	Cincinnati area, OH	Warner Amex	137,090	(4/30)
9	Wayne, NJ	UA Cablesystems	130,156	(4/84)
10	Tulsa, OK	United Cable	114,099	(4/84)
11	Audubon, NJ	NYT Cable	113,388	(4/84)
12	Atlanta, metro area	Prime Cable	109,000	(4/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Erie County, NY	Prime Cable Corp	106,444	(4/84)
15	Baltimore County, MD	Comcast Cable	106,000	(4/84)
16	Tidewater (Norfolk), VA	Cox Cable	103,866	(4/84)
17	San Jose, CA	Gill Industries	102,000	(4/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Jacksonville, FL	Continental	95,869	(4/84)
21	Toledo, OH	Buckeye Cablevision	95,310	(4/84)
22	Memphis, TN	ATC	94,300	(12/83)
23	Seattle, WA	Group W Cable	94,212	(3/84)
24	Central Islip, NY	Viacom Cablevision	94,061	(4/84)
25	Jefferson Parish/Kenner, LA	Cox Cable	92,511	(4/84)
26	Englewood, CO	United Cable	91,014	(4/84)
27	Manhattan, NY	Group W Cable	89,536	(3/84)
28	San Juan, PR	Harris Cable Corp	88,436	(4/64)
29	San Francisco, CA	Viacom Cablevision	84,542	(4/84)
30	Grand Rapids, MI	General Electric	80,800	(4/84)
31	Wilmington, DE	Rollins Cable	80,300	(4/84)
32	Wichita, KS	Multimedia Cablevision	80,268	(4/84)
33	San Diego, CA	ATC	78,900	(12/83)
34	Dallas, TX	Warner Amex	78,825	(4/84)
35	Seattle, WA	Viacom Cablevision	76,652	(4/84)
36	Phoenix, AZ	Times Mirror	74,439	(4/84)
37	Pittsburgh, PA	Warner Amex	74,287	(4/84)
38	Flint, MI	Comcast Cable	71,000	(4/84)
39	New Orleans, LA	Cox Cable	70,214	(4/84)
40	South Bend, IN	Heritage	67,496	(4/84)
41	Omaha, NE	Cox Cable	66,508	(4/84)
42	Richmond/Henrico County, VA	Continental	66,106	(2/84)
43	Tacoma, WA	Cable TV of Puget Sound	65,993	(4/84)
44	Broward County, FL	Storer	65,660	(4/84)
45	Louisville, KY	Times Mirror	65,099	(4/84)
46	Charlotte, NC	ATC	64,600	(12/83)
47	Baton Rouge, LA	Daniels & Assoc	64,258	(4/84)
48	Cleveland Heights, OH	Viacom Cablevision	64,080	(4/84)
49	Jefferson County, KY	Storer	63,508	(4/84)
50	Santa Monica, CA	Group W Cable	63,500	(4/84)
51	Pompano Beach, FL	American Cablesystems	62,615	(4/84)
52	Columbus, OH	Warner Amex	62,119	(4/84)
53	Oklahoma City, OK	Cox Cable	61,667	(4/84)
54	Akron, OH	Warner Amex	60,772	(4/84)
55	St. Petersburg, FL	Group W Cable	60,656	(4/84)
56	Buffalo, NY	TCI	60,439	(1/84)
57	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
58	Allentown, PA	Service Electric Cable	60,000	(1/84)
59	Indianapolis, IN	Wabash Cablevision	59,500	(4/84)
60	Kansas City, MO	ATC	59,100	(12/83)
61	Santa Barbara, CA	Cox Cable	58,788	(4/84)
62	El Paso, TX	Group W Cable	58,401	(3/84)
63	Snohomish County, WA	Viacom Cablevision	58,384	(4/84)
64	Monterey, CA	Western Communications	58,050	(4/84)
65	Clearwater, FL	Newhouse Broadcasting	57,900	(4/84)
66	Sarasota, FL	Storer Cable	57,642	(4/84)
67	Harrisburg, PA	Sammons Communications	57,200	(4/84)
68	Las Vegas, NV	Times Mirror	57,110	(4/84)
69	Hartford, CT	Times Mirror	55,992	(4/84)
70	Madison, WI	Midcontinent Cable/TCI	55,974	(4/84)
71	New Britain, CT	United Cable	55,825	(4/84)
72	Des Moines, IA	Heritage Communication	55,080	(4/84)
73	Chicago Suburbs (Oak Park), IL	CableVision	55,000	(3/84)
74	Allentown, PA	Twin County Cable TV Inc	55,000	(3/84)
75	Binghamton, NY	NewChannels	54,456	(4/84)
76	Columbus, OH	Coaxial Communications	54,300	(1/84)
77	New Haven, CT	Storer	53,619	(4/84)
78	Port Arthur, TX	TCI	52,470	(12/83)
79	Canton, OH	Warner Amex	52,367	(12/83)
80	Nashville, TN	Viacom	52,268	(4/84)
81	Bridgeport, CT	Cablevision/Scripps Howard	52,000	(3/84)
82	Knoxville, TN	TeleScripps	51,777	(3/84)
83	Lexington, KY	Telecable Corp	51,532	(4/84)
84	Charleston, SC	Storer	51,457	(4/84)
85	Westchester County, NY	UA Cablesystems Corp	51,422	(4/84)
86	Worcester (Leicester), MA	Greater Media	51,402	(4/84)
87	Shreveport, LA	ATC	51,400	(12/83)
88	Escondido/San Diego, Cty., CA	Times Mirror	51,244	(4/84)
89	Jackson, MS	ATC	50,700	(12/83)
90	San Rafael/Marin Cty., CA	Viacom	50,120	(4/84)
91	Reading, PA	ATC	50,000	(12/83)
92	Albuquerque, NM	Tribune Cable	49,524	(4/84)
93	Chattanooga, TN	TeleScripps	49,349	(1/84)
94	Winston-Salem, NC	Summit Communications	48,892	(4/84)
95	Peoria, IL	General Electric	48,300	(4/84)
96	Quint Cities, IL	Cox Cable	48,175	(4/84)
97	Albany, NY	ATC	46,700	(12/83)
98	Spokane, WA	Cox Cable	46,693	(4/84)
99	Birmingham, AL	ATC	46,600	(12/83)
100	Bakersfield/Kern County, CA	Warner Amex	46,456	(4/84)

[1] Includes Orlando, FL and Melbourne, FL

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

CableVision

The news and features weekly of the cable television industry June 11, 1984



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CableVision

This Week in Cable, pages 17-22

June 11, 1984, Volume 9, Number 41

BILL ACCORD IN OFFING (AGAIN)

Industry representatives, along with the National Conference of Mayors and the National League of Cities, were said to be poised to compromise on national cable deregulation, possibly paving the way for passage this year. But, then, we've heard this before. Associate Editor Sally Russell reports.

NCTA BRACES FOR HOT TIME IN VEGAS

The 33rd annual edition of the NCTA annual convention gets underway this week, with customer satisfaction and the status of national cable legislation two main topics of discussion.

TCI-AMERICABLE SCOLDS MIAMI

Miami Cablevision executives take issue with sternly worded report issued recently which chides the MSO for poor performance in several areas. Correspondent Bill Gjebre fills in the details.

RELIANCE MAY FIGHT TO CONTROL DISNEY

Reliance Financial Services, in a government filing, serves notice that it may mount a proxy fight to take over Walt Disney Productions, parent of The Disney Channel. West Coast Bureau Chief Eric Taub reports.

What's in the sections

PROGRAMMING 25

Critic Robert DiMatteo reviews the Broadway production of *Piaf*, a taped cablecast of the Arts & Entertainment Network.

MARKETING/ADVERTISING 27

In recent past, only three of 56 major market newbuilds hurdled the 55 percent penetration wall. *CableVision* Associate Editor Cecilia Capuzzi uncovers the ways in which those systems beat the average.

BUSINESS: Special Report 30

The rough waters of cable franchising can prove difficult to navigate. *CableVision* correspondents report on the progress and pitfalls of franchising efforts in Detroit, Milwaukee, Cincinnati, Miami and St. Louis.

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About the cover

Artist Rod Pudim, our regular convention caricaturist, employs a shopping mall motif—with key industry players as the customers—to illustrate this year's NCTA focus on customer service.

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PLUS

Keeping the customer satisfied

With the theme of NCTA '84 "The Consumers' Choice," the cable industry has come to the realization, in some cases belatedly, that its chief task—and the key to profitability—is keeping the customer satisfied. In this special *CableVision Plus* report, our editors examine various facets of the customer service issue—from CSR training and involving installers in the customer service process, to utilizing public access and local origination as customer satisfaction tools. Denver area illustrator Malcolm Farley provides a graphic depiction of the industry's effort in his full-color cartoon drawing that accompanies the feature.

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Top 50 Companies in Cable

The impact of the economic recession, which stunned the cable business in 1982, continued to reverberate through the industry last year, affecting the bottom lines of multiple system operators, hardware and wire suppliers and satellite programmers alike, 'CableVision's' 1984 survey of the Top 50 Companies in Cable reveals.

Twenty-one of the companies on this year's list, ranked on the basis of total revenues, turned in less profitable performances in 1983 than in 1982, among them: American Express Co., Warner Communications Inc., Gulf + Western Industries, The Penn Central Corp., General Instrument Corp., M/A-COM Inc., Storer Communications, Scientific Atlanta and Oak Industries. However, with the exception of those corporations deriving a substantial portion of their gross revenues from cable businesses, the uneven recuperation of the cable industry last year was seldom the principal cause of their economic misfortunes. In actuality, only 10 of the Top 50 companies — American Express, Warner, CBS Inc., ABC, Time Inc., Tribune Co., Walt Disney Productions, M/A-COM, Oak and Burnup & Sims — reported that their cable-related income had slumped below 1982 levels; and, of these, only five reported that their cable operations were in the red. In the case of two other major players, Playboy Enterprises and Scripps-Howard, their subsidiary cable operations showed net losses in 1983, but these results were improvement upon even greater net losses in 1982.

Comparing last year's survey with this year's, the raw count of winners and losers remained virtually unchanged. Reporting on the economic performance of the Top 50 in 1982, 'CableVision' a year ago found that 21 of the companies on the list were unprofitable; 12 subsidiary cable operations showed drops in net income from 1981 levels; and eight cable operations ended 1982 losing money. What chiefly distinguishes this year's compilation from last year's is the high incidence of upward and downward mobility among the leading players, itself a fair indicator of parlous economic times.

Only 13 of the Top 50 companies that appeared in the rankings of the 1983 survey held their position this year. Absent from the list this year is Getty Oil, which owned ESPN, the largest cable satellite program network, and was in turn acquired by Texaco in 1983. Texaco, which from the start evidenced no interest in holding on to ESPN, sold its 70 percent stake in the 24-hour, ad-supported sports channel to ABC Video Enterprises in May 1984 for $188 million plus $14 million for uplink and satellite transponder facilities. In January of this year, ABC acquired a 15 percent interest in the channel by exercising an option it held with Getty Oil. ABC became the sole owner of ESPN by buying out the remaining 15 percent interest in the network owned by Cable Enterprises Inc., the holding company for Texaco's 70 percent interest and an additional 15 percent owned by ESPN's founder Bill Rasmussen and several other investors.

The second company to depart from the list was Continental Copper & Steel Industries, now named CCX Inc., whose revenues this year fell below those of Adams-Russell Co., a Waltham, Mass.-based cable MSO and equipment manufacturer, which replaced it as the 50th company on the list.

General Electric Co., which owns GE Cablevision, the 21st largest MSO, with 326,000 subs in six states, remained the number-one ranked company in cable television, this year as last, reporting total revenues in the neighborhood of $27 billion, a 1 percent gain from 1982.

'CableVision's Top 50 comprises most of the major players in cable today, including multiple system operators; hardware, wire and other equipment suppliers; but also broadcast television networks, newspaper publishing companies, program producers and satellite communications companies.

—By Mel Friedman

Cable's top 50

ADAMS-RUSSELL CO. INC.
1380 Main St.
Waltham, Mass. 02154
(617) 894-8540
Gerald Adams, chairman
John Lynch, president

Cable interests:

- Cable Services Division. Owns and operates systems in the Northeast and Central U.S. serving more than 123,500 basic and 137,100 pay subscriber units.
- Video Information Services. Operates two development projects, The Cableshop and ARVIS-7000. The Cableshop provides two channels of long-form cable advertising with interactivity features so that viewers can select commercials they want to view. ARVIS-7000 is a computerized electronic system that permits cable operators to automatically insert spot advertising on any of four channels.

Communication interests:

- Electronic Products Group. Manufactures sophisticated electronic transmitters, receivers, radar equipment, antennas, primarily for the military.

Fiscal 1983, which ended Sept. 30, 1983, marked the 25th anniversary of Adams-Russell Co., the Waltham, Mass.- based MSO and high-tech electronics manufacturer. It also marked A-R's 10th consecutive year of increasing sales and profits. Net income from continuing operations was $6.6 million compared to $5.8 million in fiscal 1982, and net income, including results of discontinued operations (A-R sold the assets of TV station WYTY in 1983 for a net gain of $3.2 million), was $9.8 million, a 62.2 percent increase over 1982's $6 million. Total revenues for the year were $91.9 million, up 27.9 percent from 1982's $71.9 million.

Adams-Russell's operations are divided into two basic groups: Telecommunications and Electronic Products. Under Telecommunications, A-R owns and operates cable systems in the Northeast and Central U.S. serving more than 123,000 basic and 137,000 pay subscriber units. In fiscal 1983, cable TV capital expenditures totaled $15.6 million, with $12 million attributable to construction of new franchises.

According to A-R, future cable growth will come from higher basic and pay penetration rates in existing systems rather than franchising. The company's goal for 1984 is to increase its subscriber base 35 percent or better to at least 135,000 subs by year's end. In 1984, CATV capital expenditures are expected to total $13.5 million, down slightly from 1983 levels.

Adams-Russell also is involved in two corporate development projects with possibly important ramifications for the cable industry. On November 1, 1983, A-R launched The Cableshop, an interactive long-form advertising program service that permits viewers to call up selected commercials for home viewing. The service, which was subject to lengthy testing, debuted on nine systems with 215,000 subs. A few months prior, A-R booked its initial orders for the ARVIS-7000 system, which permits cable operators to automatically insert commercials in any of four cable channels. The turnkey system schedules, selects, airs and records the advertising shown.

The bulk of A-R's sales and income come from its Electronic Products segment, which manufactures microwave signal processing components and subassemblies, antennas and transmission lines, surveillance and measurement receivers and associated instrumentation, primarily for the U.S. defense industry.

The Telecommunication segment contributed operating income of $11.6 million on sales of $23.5 million in fiscal 1983.

AFFILIATED PUBLICATIONS INC.
135 Morrissey Blvd.
Boston, Mass. 02107
(617) 929-2000
William Taylor, chairman
John Giuggio, president

Cable interests:

- McCaw Communications Companies Inc. (45 percent interest) Operates cable systems in Oregon and Alaska. Total subs: 114,600 (2/84).
- 50 percent interest, along with McCaw (which holds the remaining 50 percent), in McCaw Communications of southern Oregon, an operator of systems in southern Oregon and owner of Pacific Telatronics, a microwave common carrier in northern California and southern Oregon.

Participated in market trial of Viewtron videotex system with Knight-Ridder's Video-data Corp.; exploring possibility of joint venture.

Communication interests:

- Affiliated Broadcasting owns five AM and five FM radio stations.
- Globe Newspaper Co. Publishes *The Boston Globe.*
- McCaw Cellular Communications. (80 percent interest) Applications pending in 26 major cellular radio markets.
- Interstate Mobilephone Co. Awarded cellular licenses in Seattle and Portland metropolitan markets (McCaw Cellular has a 13.5 percent interest in each of these licenses).
- McCaw Radio Common Carrier Division. Sells and services mobile telephones and pagers.

The owner of *The Boston Globe,* 10 radio stations and the Globe Pequot Press, Affiliated Publications entered the cable TV business in 1981 when it purchased a 45 percent interest in McCaw Communications for $12 million. Ranked 82nd among the top 100 MSO's at the time, McCaw has since climbed to the number 44 spot (as of April 1984), reporting more than 114,600 subs in Washington, Oregon and Alaska. McCaw also has executed purchase and sale agreements to acquire systems in Hawaii, Mississippi, Missouri, New Mexico and Texas. Affiliated and McCaw also own cable systems in southern Oregon through a joint venture known as McCaw Communications of Southern Oregon. This joint venture is managed by McCaw, which holds a 50 percent interest in the company (giving Affiliated an overall 72.5 percent interest due to its 50 percent ownership of McCaw. Revenues from this joint venture were $10.9 million in 1983, net losses 4.4 million and operating cash flow $5.8 million. As part of the Southern Oregon deal, McCaw also acquired Pacific Telatronics, a microwave common carrier.

McCaw also is involved in developing new communications technologies, such as cellular radio and videotex. Its cellular radio division has filed for cellular radio licenses in 26 markets, and it has a 13.5 percent interest in franchises obtained by Interstate Mobilephone Co. for Seattle, Wash. and Portland, Ore. Throughout 1983, its Viewtron/New England task force monitored developments in Knight-Ridder's market test of Viewtron, a consumer-based videotex service. In 1982, Affiliated entered into an agreement with Viewdata Corp. of America, K-R's videotex subsidiary, to explore the potential of this new technology. The Viewtron/New England task force has been developing its own regional database should Affiliated decide to make

(Continued on p. 58)

			Total revenues			Net income (loss)			Total assets		
	Company	1982 rank	'83	'82	% ch.	'83	'82	% ch.	'83	'82	% ch.
1	General Electric[1]	1	26,797.0	26,500.0	1.0	2,024.0	1,817.0	11.0	23,288.0	21,615.0	7.7
2	GTE Corp.[2]	3	12,943.9	11,766.7	10.0	949.0	814.0	16.5	24,222.8	22,199.4	9.1
3	American Express Co.	6	9,770.0	8,093.0	20.7	515.0	581.0	– 11.4	43,981.0	28,311.0	55.3
4	Westinghouse[3]	4	9,532.6	9,745.4	– 2.2	449.0	449.3	0.0	8,569.0	8,349.8	2.6
5	RCA Corp.	5	8,977.3	8,016.0	12.0	240.8	222.6	8.2	7,656.1	7,576.0	1.3
6	CBS Inc.	8	4,540.2	4,122.8	10.1	187.2	110.8	68.9	1,809.5	1,679.5	7.7
7	Gulf + Western Ind.[4]	7	3,992.6	3,911.7	2.1	(212.1)	168.6	– 225.8	4,418.2	5,847.3	– 24.4
8	North American Phillips[5]	11	3,799.8	3,168.1	19.9	95.7	73.6	30.1	2,252.5	1,825.8	23.4
9	Warner Communications	9	3,425.2	4,090.7	– 16.3	(417.8)	257.8	– 262.1	3,122.3	3,186.4	– 2.0
10	American Broadcasting Co.[6]	13	2,948.8	2,664.5	10.7	159.8	160.0	0.0	2,090.5	1,922.3	8.7
11	Time Inc.	10	2,717.0	2,370.9	14.6	168.9	153.1	10.3	2,273.0	1,729.0	31.5
12	The Penn Central Corp.[7]	12	2,538.9	3,165.4	– 19.8	19.7	131.5	– 85.0	28,736.0	3,099.0	– 7.3
13	Times Mirror Co.	14	2,478.5	2,200.4	12.6	199.6	139.9	42.6	2,384.5	2,135.6	11.7
14	Tribune Co.[8]	16	1,586.5	1,431.4	10.8	69.3	23.9	189.6	1,635.4	1,570.3	4.1
15	MCA Inc[9]	15	1,584.5	1,586.0	– 0.1	147.2	176.2	– 16.5	1,767.8	1,641.1	7.7
16	Knight-Ridder	17	1,473.4	1,327.9	10.9	119.4	102.9	16.0	1,179.9	1,059.9	12.2
17	Zenith Radio Corp.	18	1,361.3	1,239.2	9.8	46.3	(24.3)	290.5	739.0	672.9	9.8
18	Walt Disney Productions[10]	21	1,307.4	1,030.3	26.9	93.2	100.1	– 6.9	2,381.2	2,102.8	13.2
19	Pioneer Electronic Corp.	20	1,302.7	1,252.4	4.0	9,409.0	(12.9)	173.6	1,033.8	1,038.4	– 4.4
20	Centel Corp.[11]	19	1,272.1	1,156.2	10.0	113.3	108.2	4.7	2,351.2	2,199.4	6.9
21	The New York Times Co.[12]	23	1,091.3	933.7	16.9	78.7	54.3	45.0	774.2	761.5	1.6
22	General Instrument Corp.[13]	22	911.0	974.3	– 6.5	36.0	102.2	– 35.3			
23	Dow Jones & Co.[14]	24	866.4	730.7	18.6	114.2	88.1	29.6	700.2	594.1	17.7
24	Capital Cities Comm.	25	762.3	663.6	14.8	114.7	96.3	19.1	1,052.9	776.0	35.6
25	Insilco Corp.[15]	26	674.2	636.0	6.0	34.3	14.8	131.5	622.4	612.4	1.6

All figures are stated in millions.

[1] Stock prices reflect two-for-one split in April 1983.

[2] Cable-related revenues, income and identifiable assets represent performance of Communications Services and Products segments.

[3] Cable-related revenues, operating income and identifiable assets represent performance of Broadcasting and Cable segments combined.

[4] Gulf + Western restructured its seven operating groups into three over the past fiscal year. As a result, the cable related financial data are presented as a portion of the Entertainment and Communications Group.

[5] North American Philips' cable-related data are subsumed under its Professional Equipment segment.

[6] ABC's cable-related data are reported as part of overall division performance, which includes non-cable ventures.

[7] Cable-related data are reports as part of the Telecommunications segment.

[8] Tribune Co. did not report high and low stock averages for 1983, the first year in which its stock was publicly available.

[9] Cable-related data are reported under general Filmed Entertainment segment.

Cable-related revenues			Cable-related operating income(loss)			Cable-related identifiable assets			Stock prices	
'83	'82	%ch.	'83	'82	%ch.	'83	'82	%ch.	'83 hi/lo	'82 hi/lo
									58-7/8/45-3/8	100/55
3,129.0	2,561.0	22.2	226.0	126.0	79.4	3,540.0	2,064.0	71.5	48-3/8/38-5/8	44-5/8/26-3/8
438.0	307.6	42.4	(99.0)	(46.7)	−311.9				28/49-5/8	35-3/8/17-5/8
852.4	726.2	17.3	47.8	47.1	1.5	1,683.5	1,564.2	7.6	56-3/8/37¼	40½/21-7/8
									37-1/8/19¾	27/15¾
1,276.0	1,190.0	−8.9	63.4	108.7	−41.7	2,989.8	2,829.5	5.6	81¾/55	67/33-3/8
						2,517.2	2,655.3	-5.2	30-1/8/11½	19-1/8/11½
907.1	869.3	4.3	30.1	50.5	40.4	479.8	407.8	17.7	39-3/8/23½	25¼/15
438.0	307.6	42.4	(99.0)	(46.7)	−111.9				35¼/19	63¼/27
13.4	14.9	−1.0	(47.3)	(32.4)	−45.9	79.7	60.3	32.3	69¾/48-3/8	61¼/26¾
1,090.0	856.0	27.3	215.0	174.0	23.6	1,228.0	1,068.0	14.9	78-3/8/44½	52-3/8/25½
376.8	373.2	1.0	15.9	35.4	−55.1	381.0	443.3	−14.1	41-1/8/24½	30½/20-1/8
154.0	125.0	23.2	15.3	20.0	23.5	613.0	395.0	155.2	44/29½	34¼/17¾
31.3	23.7	32.1	(4.8)	(3.0)	−60.0	106.4	85.8	24.0		
321.5	277.1	16.0	163,778	213,101	−23.1	974.2	835.0	16.6	43/32¾	39/19
46.1	43.3	6.6							30½/22-1/8	25¾/13¾
152.0	80.0	90.0							36/13-3/8	16-5/8/9¾
165.5	202.1	−18.1	(33.4)	19.7	−270.0	180.2	146.3	23.1	84¾/55	59¼/46
38.2	26.2	46.1	2.7	2.2	24.7	176.5	107.0	65.0	40.38/32.75	37.75/27.38
53.4	46.9	13.6	4.9	2.7	80.9	121.5	126.1	−3.6	30.58/18	19.08/10.96
									56¼/32	35¼/17-7/8
67.0	53.3	25.7	2.1	1.7	23.5	223.1	212.4	5.0	156¼/114¾	136¾/64-3/8
248.3	220.6	12.6	32.5	26.0	25.0	217.4	163.4	33.1	26¾/18-1/8	23-7/8/12¼

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[10] Walt Disney Productions anticipated a $28.3 million operating loss in fiscal 1983 for The Disney Channel, but overall cable-related data shown here represent part of the company's Motion Picture segment.

[11] Centel's cable-related data represent performance of Centel Cable Television Co.

[12] Cable-related data represent combined results of Broadcasting and Cable TV Group.

[13] General Instrument's annual report for fiscal year 1984, which ended February 29, 1984, was not available at press time, although a press release reported highlights of the company's performance, included here.

[14] Dow Jones & Co. does not report its cable-related data separately; nor does CCI reveal these results.

[15] Insilco's cable-related data represent results of the Electronics/Communications segment, of which Times Fiber is a part and contributes about 55 percent of revenues.

[16] Cable-related data represent results of overall Media Group, which includes broadcast TV and radio operations.

[17] Cable-related data represent combined results of radio, television, entertainment and cable operations.

	Company	1982 rank	Total revenues			Net income (loss)			Total assets		
			'83	'82	% ch.	'83	'82	% ch.	'83	'82	% ch.
26	M/A-COM Inc.	27	637.3	587.6	8.4	29.7	33.9	–12.6	658.1	566.4	16.2
27	MacLean Hunter	—	634.1	524.9	20.8	90.7	66.9	35.7	112.4	506.8	40.6
28	Cox Communications	31	614.6	514.7	19.4	78.0	65.4	19.2	940.2	800.1	17.5
29	Anixter Brothers	29	525.9	537.8	2.2	10.3	16.2	–36.1	321.8	231.6	39.0
30	Wometco Enterprises	32	519.7	493.4	5.3	30.9	26.0	18.6	533.6	478.2	11.6
31	Storer Comm.	34	458.9	379.3	20.9	(39.7)	9.2	–531.3	1,206.5	1,114.7	5.2
32	Rollins Inc.[16]	30	444.2	526.5	–15.6	5.3	46.0	–88.6	327.5	399.6	–18.0
33	Harte-Hanks Comm.[17]	33	443.6	394.4	12.5	33.3	27.3	21.1	485.2	441.7	9.8
34	Oak Industries[18]	28	426.4	545.7	21.9	(166.1)	4.1	–4,148.6	451.8	636.2	29.0
35	Taft Broadcasting	35	380.9	358.2	6.4	38.0	38.8	-2.1	677.9	611.9	10.8
36	Rogers Cable Systems[19]	40	364.2	244.4	49.0	(15.1)	(7.2)	–110.5	914.4	905.1	1.0
37	Tele-Communications Inc.	37	347.3	265.6	30.7	20.5	10.5	97.4	1,221.8	902.9	35.3
38	Scientific Atlanta	36	326.6	337.2	–3.2	0.37	14.2	–97.4	267.8	247.5	8.2
39	Viacom Int.[20]	38	315.6	281.4	12.1	28.1	25.9	8.3	717.5	669.1	7.2
40	Affiliated Publications[21]	39	293.8	259.0	13.2	22.2	15.8	40.9	188.5	148.8	26.6
41	Multimedia Inc.	42	269.7	225.5	19.6	35.2	28.9	21.4	387.1	285.7	35.5
42	Turner Broadcasting Co.[22]	45	224.5	165.6	34.3	7.0	3.4	309.3			
43	Augat Inc.	44	202.4	188.3	7.5	19.9	20.2	–1.2	217.0	194.1	11.8
44	Burnup & Simms[23]	41	193.9	187.1	3.6	(6.8)	9.4	–171.9	139.8	159.0	–12.1
45	Playboy Enterprises[24]	43	193.7	210.1	–7.8	(17.5)	(51.7)	–66.2	138.2	175.2	–21.1
46	United Cable Television Corp.[25]	46	115.3	91.8	25.5	(30.4)	15.1	–301.5	274.9	251.1	9.5
47	Heritage Comm.[26]	49	105.9	94.8	11.8	5.4	6.1	–12.9	148.4	127.7	16.3
48	Sammons Enterprises[27]	50									
49	Scripps-Howard[28]	47	100.6	95.6	5.2	17.6	19.5	-9.8	143.4	126.1	13.8
50	Adams-Russell[29]	—	91.9	71.9	27.9	9.8	6.0	62.8	106.2	86.2	23.2

[18] Cable-related data represent results of the Communications segment.
[19] Cable-related data are for United States operations only.
[20] Viacom's 1983 revenues do not include revenues of Showtime/The Music Channel, formed in September 1983. Fifty percent of the revenues of the originally owned Showtime Entertainment were included in the results for the first eight months of 1983.
[21] McCaw is considered an investment, and Affiliated uses the equity method of accounting.
[22] Consolidated results available at press time do not break out cable data separately, nor do they include total assets or hi/low stock prices.
[23] Cable-related data are subsumed under cable television and utility services.

Cable-related revenues			Cable-related operating income(loss)			Cable-related identifiable assets			Stock prices	
'83	'82	%ch.	'83	'82	%ch.	'83	'82	%ch.	'83 hi/lo	'82 hi/lo
216.4	219.6	– 1.4	22.1	28.5	– 22.5	116.9	123.4	– 5.3	35-1/8/17-1/8	32/11-7/8
115.1	92.6	24.3	30.0	23.1	30.0	204.7	180.3	13.5	18.63/10.50	12.25/8
337.4	261.5	29.0	45.4	37.7	20.5	633.6	541.2	17.1	55¼/40½	48/23-7/8
									28/9.50	19/12
58.1	45.9	26.2	14.5	9.5	53.5	145.3	125.8	15.5		
291.1	222.7	30.7	2.5	2.4	4.4	1,008.6	909.4	10.9	37¾/25-5/8	34½/19
81.9	69.2	18.4	20.9	20.1	3.7	88.3	73.5	12.0	17-3/8/9-7/8	19¼/13
99.8	87.8	13.2	23.5	21.5	9.6	213.4	193.3	10.4	26-5/8/17	208/10-5/8
177.8	315.1	-43.8	(86.5)	2.5	– 3,513.2	192.2	308.4	– 37.7	14-7/8/4-5/8	32¼/9
									48.25/28.25	35.75/25.38
211.6	122.4	72.9	70.3	41.9	67.7	543.5	577.8	– 5.9	12.25/6.50	8.38/4
									14-1/8/8	22/11-7/8
									22.88/10.13	32.75/11.13
151.5	112.9	34.2	22.1	19.3	14.7	269.7	220.3	22.4	40-7/8/26¾	35⅛/17¼
									45/24½	28/15-7/8
53.2	32.8	62.1	10.1	5.7	76.5	128.1	99.0	29.4	44¼/31	33-5/8/18-1/8
									40.25/26.50	33.50/20.38
66.7	56.9	17.2	4.5	9.8	– 53.9	31.8	38.1	– 14.3	14-5/8/7-3/8	17⅞/8⅞
12.4	.58	2,020.3	(2.3)	(4.4)	48.1	17.6	4.2	319.3	14-7/8/7	12-5/8/5¾
									29-7/8/16-7/8	31¼/18½
45.1	35.5	26.8	10.4	7.9	31.5	101.2	87.3	16.0	16½/13¼	11-7/8/7-3/8
106.0	81.3	30.4	13.4	12.8	4.7	238.2	204.2	16.7	private firm	private firm
6.2	2.5	148.0	(1.85)	(1.99)	7.1	48.1	30.8	56.1	31/21¼	26¾/16¾
23.5	14.7	59.9	11.6	9.0	28.9	54.7	37.4	462	30.88/15	16 83/12.08

[24] Cable revenues are actually net sales and revenue from continuing operations. Cable-related data include results of videocassette and videodisc sales as well as STV, syndication and CATV program operations.

[25] Total revenues, net income and identifiable assets reflect STV losses, which are included as discontinued operations.

[26] Heritage-sponsored limited partnerships had revenues of $21.1 and $11.4 million in 1983 and 1982, respectively.

[27] Sammons Enterprises is a privately owned company and does not reveal total revenues, net income or total assets, nor does Sammons offer public stock.

[28] Scripps-Howard is owned by The E.W. Scripps Company; cable-related data are combined totals for partnerships and subsidiaries.

[29] Cable-related data reflect results of Telecommunications segment, which includes cable systems, Cableshop and ARVIS-7000 operations.

(Continued from p. 53)

a deeper commitment to Viewtron's proposed expansion, which could include a New England rollout in 1985.

Overall, Affiliated enjoyed a good year in 1983. Revenues were $293.8 million, compared to $259.4 million in 1982, an increase of 13.2 percent. Operating income was $50.4 million, compared to $38.3 million, and net income increased 41 percent to $22.2 million from $15.8 million in 1982. McCaw Communications contributed $18.8 million in operating revenues to the company, compared with $13.4 million in 1982; and the company sustained a net loss of $2.28 million, compared with a $1.7 million loss the previous year.

AMERICAN BROADCASTING COS. INC.
1330 Ave. of the Americas
New York, N.Y. 10019
(212) 887-7777
Leonard Goldenson, chairman
Frederick Pierce, president

Cable interests:

- ABC Video Enterprises. The division's principal activity is as a supplier of programming, typically through joint ventures. Hearst/ABC Video Services operates, in partnership with Viacom International, Lifetime, a lifestyle and health channel; and, in conjunction with RCTV Inc., the ARTS & Entertainment Network, a visual and performing arts channel. It recently acquired 100 percent interest in ESPN, and is experimenting, in a joint venture with Cox Cable, with a pay-per-view movie service called FirsTicket. Finally, a sales and marketing unit licenses other ABC programs to various distribution services.

Communication interests:

- TeleFirst Entertainment Recording Service, an in-home, on-demand video cassette recording service, in a test phase in Chicago.
- ABC Television Network, with 210 primary affiliated TV stations.
- ABC Entertainment.
- ABC News.
- ABC Sports.
- ABC Broadcast Operations and Engineering.
- Five wholly-owned television stations.
- Six FM, six AM stations.
- Seven ABC Radio Networks.
- ABC Motion Pictures.
- ABC Publishing.
- ABC Scenic Attractions.
- ABC Entertainment Center.

The first of the broadcast television networks to plumb opportunities in cable, American Broadcasting Cos., through its ABC Video Enterprises, has recently emerged as one of the most formidable forces in cable programming through its acquisition of ESPN from Texaco. Its initial entry was halting. In collaboration with the Hearst Corp., ABC launched ARTS, a cultural programming service, in January 1981. It premiered with 3.5 million subs on 700 systems, and by the end of 1982, had grown to 8 million subs on 1,725 cable systems. A second Hearst/ABC venture, Daytime, debuted in March 1982 with 3.7 million subs on 184 cable systems. But due to high operating costs and low advertising revenues, these two ad-supported services were merged with additional equity partners to form two

(Continued on p. 63)

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A New Generation

(Continued from p. 58)

new cable channels. Daytime merged with Viacom's Cable Health Network to form Lifetime, operated now by Hearst/ABC-Viacom Entertainment Services (HAVES). ARTS merged with RCTV Inc.'s defunct The Entertainment Channel to form the Arts & Entertainment Network, operated now by Hearst/ABC-RCTV Inc. Both new services premiered on February 1, 1984. As of April 1984, Lifetime was available in 17.4 million cable homes, served by 1,682 systems in the U.S. and Puerto Rico; and ARTS & Entertainment could be seen in 9 million homes. On March 11, 1984, ARTS & Entertainment instituted a per-sub carriage fee, ranging from five cents per month for a three-year contract, to seven cents per month for a one-year contract.

Another joint venture with Group W Satellite Communications, was Satellite News Channel. It ended in October 1983 with the sale of the 24-hour news service to Cable News Network, a subsidiary of Turner Broadcasting System Inc., for $25 million.

Meanwhile, RSVP Sports, a joint venture with first Getty's — then Texaco's — ESPN, offered its first program May 20, 1983, on a pay-per-view basis to approximately 2 million cable and STV homes, but failed to make a profit. At the end of 1983, the division elected to exercise an option it held to purchase 15 percent of ESPN from Getty Oil for a reported $25 million. This option also allowed for the additional purchase of up to 34 percent of ESPN by 1986, and gave ABC the right of first refusal to acquire the balance of ESPN in the event of a third party sale. The acquisition of Getty Oil by Texaco in February of this year for $10.1 billion, paved the way for ABC to exercise its buyout option. In early May, ABC paid $202 million to acquire the remaining 85 percent of ESPN held by the oil company and ESPN's founder, Bill Rassmussen and Rasmussen family members.

Two other innovative programming endeavors undertaken by the division are TeleFirst and FirsTicket. TeleFirst, formerly known as Home View Network, was launched in the pilot market of Chicago in January 1984. As envisaged, TeleFirst will transmit programming in scrambled form during overnight hours via ABC's five owned TV stations. Subscribers will have the opportunity to tape the programming on automatic videocassette recording machines for playback at their convenience, utilizing a Sony decoder. ABC projects a potential market of 83 million homes for its mixture of first-run movies and children's, educational and informational programming. Initial results are inconclusive as to its viablity. Still in the experimental stages, FirsTicket is a planned 24-hour pay-per-view movie service, being tested in San Diego and Santa Barbara in conjunction with Cox Cable.

In 1983, ABC Video Enterprises reported revenues of $13.4 million, down from $15 million in 1982. However, cable advertising revenues for joint ventures are not reported as revenues by the division. It records only its share of profits and losses before income taxes from such ventures. Losses in 1983 amounted to $47.3 million compared with $32.4 million in 1982 and $7.7 million in 1981. ABC said that these losses were due to the softness of the advertising market.

American Broadcasting Cos. Inc. reported record revenues last year of $2.95 billion, 11 percent better than the 1982 total of $2.7 billion. Net earnings remained essentially unchanged at $159.8 million, down marginally from

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1982's $160 million. Earnings per share declined slightly also, to $5.45 from $5.54 in 1982.

AMERICAN EXPRESS CO.
American Express Plaza
New York, N.Y. 10004
(212) 323-2000
James Robinson, III, chairman
Sanford Weill, president

Cable interests:

- Warner Amex Cable Communications. Joint ownership (50-50) with Warner Communications Inc. 119 systems in 25 states; total subs: 1.4 million. Sixth-largest MSO in U.S. (2/84)
- Warner Amex Satellite Entertainment Co. Distributes MTV: Music Television, an ad-supported rock music program service reaching 19.3 million cable households, and Nickelodeon, and ad-supported childrens' programming channel, reaching 18.4 million cable homes. (4/84)
- Interactive-capable systems operating in Cincinnati; Columbus, Ohio; Pittsburgh, Dallas, five Chicago suburbs and a portion of St. Louis.
- Warner Amex Security Systems. Offers subscribers a 24-hour home security service.
- Home Sports Entertainment. Regional pay sports available on Dallas and Houston systems, discontinued in Pittsburgh.
- Showtime/The Movie Channel. Joint venture of Viacom International (50 percent interest), Warner Communications Inc. (31 percent interest) and Warner Amex (19 percent interest). Merges the two pay TV movie services under common management, but preserves their separate identities. In February 1984, S/TMC acquired the exclusive national pay TV rights to theatrical motion pictures released over the next five years by Paramount Pictures Corp.
- Joint venture with Ziff-Davis Publishing Co. and Quarto Communications Inc. for programming for pay-per-view home video.
- Joint venture with Atari Inc., CompuServe Inc. and Warner in Columbus to test consumer preferences in usage of four major data banks: *The New York Times, Washington Post, Los Angeles Times* and Associated Press.

Communication interests:

- American Express Publishing Corp. Publishes *Travel & Leisure* and *Food & Wine.*

In December 1979, American Express Co. acquired 50 percent of the capital stock of Warner Cable Corp. for $175 million.

A year later, two joint ventures were formed from the original union — Warner Amex Cable Communications and Warner Amex Satellite Entertainment Co. Today, Warner Amex is the sixth-largest MSO, with 119 systems in 25 states serving 1.4 million subs. Through its satellite programming division, WASEC, it owns MTV: Music Television (2,400 affiliates with 19.3 million households) and Nickelodeon, (3,200 affiliates with 18.4 million households). MTV more than doubled its subscriber base in 1983, a year in which it also began charging cable operators a per-sub carrying fee. Nickelodeon a Peabody-award-winning service, also broke with tradition and started accepting advertising for the first time last year. Prior to September 1983, WASEC owned and distributed

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The Movie Channel, a pay TV movie service, to an estimated 2.3 million cable homes. Then, by an agreement among Viacom International, Warner Communications and Warner Amex, The Movie Channel and Showtime, owned by Viacom, were subsumed under a new corporation, Showtime/The Movie Channel. A few months later, S/TMC acquired the exclusive rights to offer Paramount Pictures Corp.'s theatrical movies for the next five years. At about the same time, S/TMC secured a $150 million revolving credit loan from a consortium of 10 major banks, and also acquired the assets of Spotlight, a 24-hour pay TV movie service that terminated operations last year.

Warner Amex had a sobering year in 1983. The company's combined revenues, pre-tax loss and net loss were $438 million, $150 million and $99 million, respectively. In part, as a response to Warner Amex's second straight year of net losses ($46 million in 1982), Drew Lewis, the company's new chairman, instituted an austerity program designed to maximize profits and cut losses. Early in 1984, Warner Amex submitted proposals to major cities in which it held franchises, asking for rate increases or modifications of franchise contracts. The Home Sports Entertainment premium service, which brought regional sports programming to three W-A markets, was trimmed back to serve two cities. Eight months after its launch, the Qube Network, which transmitted interactive programming via satellite to six cities, was terminated. In an announcement, Warner Amex said it was "repositioning" Qube to concentrate on pay-per-view events, occasional specials and local programming. Warner Amex also began to dispose of capital-draining systems and to intensify its clustering program. In March, it entered into an agreement to sell its Qube system in Pittsburgh to Tele-Communications Inc. The Warner Amex System in Chicago has been mentioned as well as a possible candidate for divestiture.

Meanwhile, Warner Amex had some notable successes last year. In late 1983, the New York State Cable Commission approved its bid for franchises for parts of the New York City boroughs of Brooklyn and Queens (500,000 homes); and three cable franchises — in Akron and Canton, Ohio and Kern County, Calif. — were renegotiated for 25, 15, and 15 year terms, respectively.

American Express, which provides a wide range of financial and travel-related services, had a mixed year in 1983 following a good year in 1982. Total revenues were $9.8 billion, up 20.7 percent from 1982; but net income fell 11.4 percent to $515 million. Total assets grew 55.3 percent to $43.9 million.

ANIXTER BROS. INC.
4711 Golf Rd.
Skokie, Ill. 60076
(312) 677-2600
Alan Anixter, president
William Anixter, executive vice president

Cable interests:

- Anixter Communications. Buys, stores and distributes a full range of products needed to construct telephone and cable TV systems, including cable, connectors, converters, earth stations and related receiving equipment, headend and distribution equipment.
- Anixter Cable Service Centers. Manufacture molds, connectors and vulcanizers used in splicing and repairing.
- Anixter-Mark manufactures earth satellite, microwave,

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A major supplier of cable wire and system components to the cable industry, Anixter had a disappointing year. For the fiscal year ending July 31, 1983, net sales dipped 2.2 percent to $525.9 million from $537.8 million in 1982, and net income decreased by an even greater margin, 36.1 percent, to $10.3 million from $16.2 million the previous year, the result of softening prices for wire and cable TV components.

In 1983, the company introduced a materials management service program for the cable television and telephone industries. Under the program, Anixter contracts with customers to computerize their inventory and manage their warehousing and distribution activities for various locations and construction sites. Also, in 1983, the company formed Anixter Communications, a new division created by the merger of Anixter Pruzan (CATV), Anixter Communications Systems (Telcom manufacturing), Anixter AED (Telcom value-added services) and Anixter Mark (communications antenna manufacturing arm). Anixter also became the first non-affiliated distributor of Western Electric's product lines; and a joint venture, Anixter Cincinnati, was created, in cooperation with Cincinnati Bell, to distribute telecommunications products in a four-state area.

The company operates an international network of electrical and electronic wire and cable service centers in the United States, Canada, the United Kingdom and elsewhere in Europe.

AUGAT INC.
89 Forbes Blvd.
Mansfield, Mass. 02048
(617) 543-4300
Roger Wellington, chairman
William Miller, president

Cable interests:

- Manufactures cable connectors: Vitek traps, line amplifier replacement electronics, amplifiers for house drop and apartment applications.
- LRC Electronics.
- Vitek Electronics.
- Broadband Engineering Inc.
- Reed Devices Inc.
- Pylon Co.

Augat Inc. designs and manufactures a broad range of electromechanical components for the electronics and cable TV industries. Its principal products and services are integrated circuit sockets and accessories; CATV assemblies, connectors and line amplifiers; subminiature switches and computer-aided design and wiring services. In 1982, Augat expanded its line of fiberoptical products with a digital data link that transmits information at 25 megabits per second up to two kilometers.

Corporate revenues recovered in 1983 after a dip in 1982, climbing 8 percent to $202.4 million from $188.3 million. However, net income edged downward to $19.9 million from $20.2 million the previous year due to an extraordinary charge to the company resulting from a chemical spillage at one of its plant sites which necessitated an extensive cleanup operation. By about mid-year 1983, the company's Broadband Communications Group reported that its business had stabilized after a 12-month decline, and Augat said that it expected increased activity in this

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segment, which includes cable markets, in 1984. Augat also said that a new CATV addressable security and control device [illegible]. mounting outside the home was nearing completion.

BURNUP & SIMS
1333 S. University Dr.
Ft. Lauderdale, Fla. 33324
Riley Sims, chairman
Nick Caporella, president

Cable interests:
- Burnup & Sims Cable Com Inc.
- Capscan Cable Co. Inc.
- Consolidated Cable Corp.
- Control Com Inc.
- Lectro Products Inc.

(All companies design, engineer, manufacture cable equipment.)

Communication interests:
- I-Com Group. Equips, designs installs and maintains telephone systems for commercial and utility use.
- Tele-Services Group. Installs and maintains aerial and underground telephone cable systems.
- General Products Group. Diversified group of companies that includes an 86-screen theater chain in Florida and south Georgia, a commercial printing facility, and a southwest Florida soft-drink bottling facility.

Burnup & Sims' operations are organized into three major industry segments — cable television and utility services, telephone services and general products. During the past fiscal year, which ended April 30, 1983, B&S discontinued its REA and commercial electrical operations and Gardiner Communications, which manufactured and marketed earth stations. Cable television and utility service constituted 34 percent of the company's fiscal 1983 revenues, as opposed to 30 percent in 1982. Revenues for the segment increased 17 percent to $66.7 million although operating profit declined 54 percent to $4.5 million in 1983 compared to 1982. The loss in revenues from existing cable TV operations was offset, the company said, by new business, including companies which assemble power supply units and addressable systems, and a coaxial cable manufacturer.

Thirty-five percent of B&S' stock is owned by the Sharon Steel Group, which increased its portfolio since 1982, casting "uncertainty," B&S said, over the company's management future.

Burnup & Sims has built almost one-fourth of the half-billion miles of cable plant in the United States.

For the first nine months of fiscal 1984, which ended Jan. 31, 1984, the company sustained a net loss from continuing operations of $2.3 million on revenues of $136.2 million, compared to a net loss of $4.8 million on revenues of $149 million during the comparable period in 1983.

CAPITAL CITIES COMMUNICATIONS INC.
24 E. 51st St.
New York, N.Y. 10022
(212) 421-9595
Thomas Murphy, chairman
Daniel Burke, president

Cable interests:
- Capital Cities Cable Inc. 350,000 subs in 53 systems.
- *The Cable Connection.* Cable magazine joint venture between *Fort Worth Star-Telegram* and Capcities local cable franchise.
- Star-Text. Videotex service joint venture between the *Star-Telegram* and Tandy Corp.: 300 subs.
- Fairchild Publications. Publishes numerous periodicals, including *Multichannel News.*

Communication interests:
- Six television stations.
- 12 radio stations: six AM and six FM.
- 10 daily newspapers in eight markets; 25 weekly newspapers; 35 business and specialized newspapers and magazines (including International Medical News Group, Professional Press Group, American Traveler Group and Fairchild Publications.)
- Securities Data Company Inc. An on-line electronic database providing financial information to the investment banking community, acquired in August 1983.
- Plans to create a company to provide an electronic database for hospitals and healthcare industry.
- Plans to create a company to provide a database covering electronic components, their technical specifications, prices and delivery schedules.

Capital Cities Communications Inc. is, seemingly, on an unstoppable roll. In 1983, it enjoyed its 29th consecutive year of record-breaking revenues and profits. Revenues climbed 15 percent to $762.3 million from last year's $663.6 million, surpassing three-quarters of a billion dollars for the first time. Net income broke the $100 million barrier, reaching $114.7 million in 1983, 19 percent better than the previous year's total of $96.3 million.

Broadcasting revenue gains fell short of expectation, increasing a modest 7 percent above 1982's $221 million to $235.8 million; while operating income grew 6 percent to $122.6 from $116.2 million in 1982.

Capital Cities Cable Inc., the 17th largest MSO with more than 350,000 subscribers, had a healthy year in 1983. Rebuilds and expansion of existing systems proceeded on track, and during last year, the company acquired systems in Vinita and Nowata, Okla., as well as four franchises adjacent to the Lufkin, Texas system. In addition, CCCI purchased a 20 percent interest in the Highland Park, Ill., system.

Capital Cities' systems experienced an overall 22 percent increase in their basic service revenue and a 35 percent increase in their premium and tier revenue. The MSO has approximately 250,000 premium subs and 58,000 tiered subs. The company spent $11.6 million on rebuilds and upgrades of acquired systems last year on top of other capital expenditures and construction outlays of close to $14 million. Eventually, CCCI will spend approximately $65 million on further improvements and rebuilds of 34 of its acquired systems. Revenues from the cable division were $67 million in 1983, up 26 percent from 1982's level of $53.3 million; and total operating income was $2.1 million, up 24 percent from the previous year's figure of $1.7 million.

CBS INC.
51 W. 52 St.
New York, N.Y. 10019
(212) 975-4321
Thomas Wyman, chairman and president

Cable interests:
- CBS/Black Hawk Cable Communications. One system in Dallas/Fort Worth area. Subs: 20,000.
- Tri-Star. Joint venture theatrical motion picture company.
- CBS Interconnects. An interconnect service in Chicago area.

(Continued on p. 127)

Cable's top 50

(Continued from p. 72)

Communication interests:
- Six AM and seven FM radio stations.
- CBS Radio Network.
- RadioRadio, a young adult radio network.
- Five television stations.
- CBS Television Network Division.
- CBS Entertainment Division.
- CBS Sports Division.
- CBS News Division.
- CBS Operations and Engineering Division.
- CBS Theatrical Films Division.
- CBS Records Division.
- CBS Records International Division.
- Columbia House Division.
- CBS Video Enterprises.
- CBS Songs Division.
- CBS Publishing Group.
- CBS/Columbia Group, including the CBS Technology Center.
- Proposed joint venture with Comsat to explore potential for direct broadcast satellites.
- The CBS/Fox Co., a partnership with Twentieth Century-Fox Video to supply home video market.
- Venture One market test. Joint venture announced with IBM Corp. and Sears, Roebuck and Co. to develop commercially viable videotex service.
- Extravision network teletext operation.

In the year following the demise of CBS Cable, the acclaimed but pauperized performing arts channel, CBS Inc. has in some cases consolidated and in others expanded its involvement in cable, teletext, videotex, DBS and the supply of programming for the emerging video marketplace. CBS' lone cable property, the 35-channel, 20,000-subscriber Black Hawk system in Texas, increased its sales and marketing efforts in 1983, and has been used by CBS to study cable system operation and to test network program pilots before targeted audiences. The CBS/Broadcast Group also established a cable advertising interconnect service, CBS Interconnects, in the Chicago area to link various local cable systems by microwave, thereby enabling CBS to sell commercial time to national advertisers for local insertion.

In 1982, CBS entered into a joint venture with Twentieth Century-Fox Video to produce and distribute home video software products. The CBS/Fox Co. is now the nation's leading marketer of pre-recorded videocassettes and videodiscs.

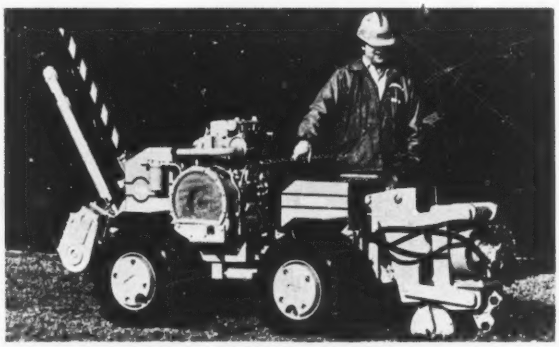
CBS is also producing films for cable and home video through Tri-Star Pictures, a new major theatrical motion picture company organized in 1983 as a joint venture with Columbia Pictures, a subsidiary of the Coca-Cola Co., and Home Box Office, a subsidiary of Time Inc. By the end of 1983, Tri-Star had established its presence in the industry and had announced plans to release at least 10 films this year. The management of the new film studio is separate from those of the three participating companies, and reports to a committee of the owners.

During 1983, CBS completed its market test of a videotex home information service, conducted in Ridgewood, N.J., in cooperation with AT&T. In February 1984, CBS took Venture One one step closer toward realization when it announced a joint venture to begin development of a commercially viable service to households, utilizing home and personal computers. The partners in the undertaking are Sears, Roebuck and Co. and IBM Corp. Initial service is not expected to be available for several years, until software and hardware development has been completed.

Meanwhile, after a temporary pause in transmissions during the summer of 1983, CBS resumed national broadcast of Extravision, its "free," over-the-air, ad-supported teletext service. In addition, this past April, WBTV, the CBS Television Network's affiliate in Charlotte, N.C., became the nation's first TV station to carry both local and network teletext "magazines."

In December 1983, CBS and the Communications Satellite Corp. agreed to discuss the formation of a joint venture, to include other partners, to explore the prospects of direct satellite broadcasting. And in a related development, the CBS Technology Center announced last year that it had achieved a breakthrough in equipment required to transmit high-definition television signals via DBS, cable and multipoint distribution service.

One disappointment for CBS: The FCC rejected a petition it filed, along with Contemporary Communication Corp., to supply multichannel MDS services in each of its five O&O TV markets. But CBS still has a chance to obtain MDS licenses under the Commission's new MMDS rules.



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Economic data on CBS multifaceted involvement in the new media are subsumed under listings for its Broadcast Group "other" category in its annual report. Revenues from the Broadcast Group rose to $2.39 billion in 1983, up 10.4 percent from $2.17 billion in 1982, while its operating profits hit $291.5 million from $270.8 million in 1982, a 7.6 percent gain. Revenues from "other" activities reached $67.6 million last year, up 32.5 percent from 1982's figure of $51 million; while losses sunk to 29.8 million from $24 million in 1982, a 24.2 percent drop. For CBS Inc., as a whole, total revenues were $4.54 billion, compared with $4.12 billion in 1982, a 10.1 percent increase; and net income was $187.2 million, versus $110.8 million in 1982, a whopping 68.9 percent jump.

CENTEL CORP.
5725 N. East River Rd.
Chicago, Ill. 60631
(312) 399-2500
Robert Reuss, chairman
William Mitchell, president

Cable interests:

- Centel Video Services. Includes Centel Cable Television Co., which holds 147 franchises serving 240,000 subs in seven states. (3/84)
- Centel Videopath Inc. A joint venture of Centel Corp. (81 percent) and M/A-Com Inc. (19 percent), providing a regional cable interconnection, with two-way capability, for the distribution of programming and advertising.
- Wilco-Centel Inc. Builds cable plant.
- Diamond Communication Products. Produces construction hardware for telephone and cable television networks.

Communication interests:

- Centel provides local telephone exchange service to more than 1.2 million customers in 10 states.
- Business Systems. Provides integrated voice and data networks, remote switch diagnostics and other support services for business, universities, medical centers, government agencies.
- Intercity networks. Microtel, an intra-state carrier serving Florida, and Argo, a satellite-based intercity network, provide intercity voice and data networks.
- Keycom Electronic Publishing. A joint venture, formed in 1982, of Centel, Honeywell and News American (which acquired the interest of Field Enterprises). Offers Keyfax teletext service.
- Centel Cellular Co. Supplies mobile telephone service, via two limited partnerships, in major metropolitan markets.

Centel's telephone operations form the heart of the company's business, which now has expanded to include business systems, cable television, electrical power plants, electrical products and mobile telephone service. Last year, the company's revenues and sales were up 10 percent to $1.3 billion, from $1.2 billion the previous year; and net income increased marginally to $113.3 million from $108.2 million in 1982. Of those totals, telephone revenues and sales provided close to 57 percent of revenues, and $216.5 million of the company's $257.2 million in operating income.

Still, the deregulation of the telephone industry has impelled the company to explore business opportunities in related high-tech communications areas. Cable television revenues, for example, were but a pittance compared to Centel's total, amounting to $38.2 million in 1983, but they grew 46.1 percent above 1982's total of $26.1 million; and operating income from cable television systems increased a healthy 24.7 percent over the same period to $2.7 million from $2.1 million. By the close of the year, Centel had approximately 240,000 subs to its Centel Cable Television systems, 123,000 of whom also bought 193,000 pay services.

Bidding on franchises slowed down significantly last year, as the company turned its attention toward building previously awarded franchises. During 1983, four franchises were in the negotiation stages and two, St. Charles and Geneva, Ill., were subsequently awarded in March 1984.

All told, Centel initiated service in 28 new franchises in 1983, resulting in 24,000 new customers by year's end. The cable company's average annual revenues per sub also grew last year to $209 from $184 in 1982.

Centel Videopath, which has been operating a cable interconnect in the Chicago area since 1982, expanded its client list to 62 systems and negotiated a four-year contract with CBS Interconnects, a subsidiary of CBS Inc., to transmit national and regional advertising sold by the CBS unit in that market.

In addition to owning telephone and cable companies, Centel participates in Keycom Electronic Publishing, a joint venture with Honeywell and News America, to supply over-the-air teletext; and the company has entered into two limited partnerships to offer cellular mobile telephone service.

COX COMMUNICATIONS INC.
1400 Lake Hearn Dr.
Atlanta, Ga. 30319
(404) 843-5000
William Schwartz, president

Cable interests:

- Cox Cable Communications. 1,471,032 subs; fourth largest MSO (2/84).
- Indax two-way interactive communications system experiment in San Diego, Calif.
- FirsTicket. Joint venture test of pay-per-view system with ABC Video Enterprises.
- *On Cable* magazine. Monthly programming guide (equity interest).
- CommLine. An institutional business communication network, active in Omaha, Neb. since 1982.
- Rainbow Programming Services. Minority interest with Daniels & Associates and Cablevision.
- Robert Wold Co. (19 percent share).

Communication interests:

- Six television stations: five VHF, one UHF.
- 12 radio stations: seven FM, five AM.
- TeleRep. Television sales rep firm (41 stations).
- Schulke Radio Productions. Music syndication firm.
- Cellular radio operations: Reached agreement to acquire Cyber TelCorp., which had been joint partner with Cox in a cellular radio system approved for St. Louis, and in applications for other markets.
- 51 percent partner in *Star Search*, which debuted last fall as a series and is now being shown over TV stations covering 93 percent of U.S. viewing homes.

During 1983, Cox Communications completed an agreement to buy WKBD-TV Detroit for $70 million; agreed to purchase radio station WXFM Chicago and to sell radio station WLIF Baltimore; obtained the cable franchise for half of Staten Island, N.Y., (230,000) homes); received a construction permit for a cellular radio telephone service in St. Louis; sold its Cox Data Services subsidiary, and arranged for the sale of its assets in Spotlight, a pay TV joint venture, to Viacom and Warner Communications, owners of Showtime/The Movie Channel. As if all this furious activity were not enough, Cox also agreed to acquire 90 percent of the stock in Cyber Tel Corp., a St. Louis-based radio common carrier, with an option to buy the remaining 10 percent in the future; and it signed deals with the the Jerrold division of General Instrument and Chase Manhattan Bank to develop two-way interactive cable services for subscribers.

Cox's short-term cable strategy is to refrain from bidding on new urban franchises and to acquire new systems contiguous to existing Cox systems in order to cluster subscribers and achieve economies of scale. Cox owns more than 66 systems and has in excess of 1.4 million basic subs and 1.5 million multi-pay subs (excluding 121,598 subs on mini-tiers), for a pay-to-basic ratio of 106 percent. Last year was a banner year for Cox Cable. Revenues climbed 29 percent to $337.4 million from $261.5 million in 1982; and operating income jumped 20.5 percent to $45.4 million from $37.7 million the previous year. Cox Cable accounted for 54.9 percent of the parent company's $614.6 million in revenues, which were 19.4 percent better than its 1982 total of $514.7 million. Cox Communications' net income rose 19.2 percent to $78 million from $65.4 million in 1982.

Cox Cable's gains were accomplished despite significant start-up losses in major new franchises. Over the course of the past year, Cox was awarded the franchise for half of Staten Island and signed an agreement with Queens Inner Unity Cable Systems, under which Cox will design, engineer, construct and operate QIUCS' franchise in the borough. The company also won franchise renewals in Gainesville, Fla.; The Dalles, Ore.; North Adams, Mass.; Eureka, Calif. and Columbus, Ind. A St. Clair, Mich., franchise was sold to satisfy FCC cross-ownership rules relating to the purchase of WKBD-TV Detroit.

Last year, Cox launched a vigorous anti-signal piracy campaign, and doubled its local cable advertising sales to over $5 million.

In 1983, Cox continued to experiment with Indax, a two-way interactive communications system, and also CommLine, an institutional business communications network. But the fate of the service, being tested in Omaha, awaits state reaction to a federal court ruling regarding CommLine's status as a common carrier or non-common carrier service.

Cox holds an equity interest in *On Cable*, a monthly program guide, and in Rainbow Programming Services, which offers Bravo and The Playboy Channel.

In addition to cable, Cox presently owns a chain of six television stations and 12 radio stations as well as a wholesale automobile auctioning business.

DOW JONES & CO.
22 Cortlandt St.
New York, N.Y. 10007
(212) 285-5000
Warren Phillips, chairman
Ray Shaw, president

Cable interests:
- Dow Jones News Service.
- Dow Jones News/Retrieval.
- The Wall Street Journal Late News.
- Continental Cablevision Inc. (24.5 percent interest)

Subs: 850,000; eighth largest MSO (4/84).

Communication interests:
- *The Wall Street Journal.*
- Two overseas editions of *WSJ: The Asian Wall Street*

(Continued on p. 137)

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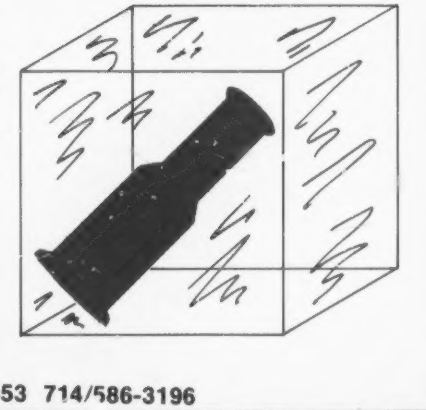

(Continued from p. 132)

Journal and *The Wall Street Journal/Europe*.

- Magazines: *Barron's* and *American Demographics*.
- The *National Business Employment Weekly*.
- Dow Jones Capital Market Report.
- The Wall Street Journal Consumer Newsline — TV program running on NBC-owned and affiliated TV stations as well as independents.
- DowPhone — financial information-retrieval service, via phone lines, now in testing.
- Ottaway Newspapers Inc.
- Equity interests in three software publishing companies.

Dow Jones' earnings passed the $100 million mark for the first time in 1983, hitting $114.2 million, 29.6 percent better than the previous year's total of $88.1 million. Consolidated revenues rose 18.6 percent to $866.4 million from $730.7 million over the same period. The Information Services Group, which supplies a broad array of financial and business information via newswires or computerized information retrieval systems, broke into the black, taking in revenues of $78.6 million (operating income for this segment is not broken out separately). At year's end, information services had nearly 120,000 subs, up from 60,000 at the close of 1982.

In the two years since Dow Jones acquired a 24.5 percent interest in Continental Cablevision Inc., the company has grown from the nation's 12th largest MSO, with 450,000 subs to the eighth largest, with over 850,000. CCI has approximately $100 million currently invested in 89 systems, nine of which are not yet operational. Franchises in St. Louis and Cleveland have been constructed, while those in Chicago, Boston and Detroit await completion. This year CCI expects a 35 percent increase in the number of homes it can serve as new franchises are built. Last year, the company was awarded contracts in St. Paul (110,000 homes), in Chicago (a 50-50 joint venture with a group of black business leaders to serve 188,000 homes); and in Staten Island, N.Y. (56,000 homes). Earlier this year, the company acquired Area Communication Inc., in Jacksonville, Fla., which will become CCI's largest system serving an area including more than 200,000 homes. The purchase price was $106 million. CCI's cable revenues were up 43 percent over the previous year, and operating income rose 46 percent over the same period. Identifiable assets were 37 percent higher than the previous year's total.

GENERAL ELECTRIC CO.
Fairfield, Conn. 06431
(804) 483-5000
John Welch, Jr., chairman
John Burlingame, vice chairman

Cable interests:

- General Electric Cablevision — systems in California (4), Mississippi (2), Indiana (2), Illinois (2), Michigan (1) and New York (1). Total: 12 systems. Subs: 326,000 (4/15/84).

Communication interests:

- One television station.

Although the 21st largest MSO, with 326,000 subs in six states, GE Cablevision is not afforded a single sentence in General Electric's annual report for 1983; its activities subsumed — and lost — in the maw of GE's "consumer products" sector. Overall, the company took in $26.8 billion in sales last year, compared with $26.5 billion in 1982, a modest 1 percent gain; and it netted $2.02 billion in earnings, compared with $1.82 billion in 1982, an 11 percent increase. Of the '83 totals, the consumer products division contributed 23 percent of the gross revenues, amounting to $6.41 billion, and 16 percent of the net earnings, or $326 million. The division produces major household appliances, light bulbs and lighting fixtures, housewares, audio equipment, television receivers, videocassette recorders, video cameras, digital TV, Talaria projection TV and cable TV bandwidth compression equipment. Other GE divisions manufacture aircraft engines, medical diagnostic imaging equipment, industrial motors, power plant generators, nuclear reactors, two-way radio and in-car telephones and high-tech plastics. GE also owns coal coking and coal, oil, natural gas, iron and copper ore extracting operations in the United States and Australia. Total assets in 1983 rose 8 percent to $23.3 billion.

GE's shift in corporate strategy in recent years toward concentrating on its 15 primary lines of business has resulted in the divestiture of all but one of its broadcast holdings, KNCN-TV in Denver. During 1983, seven radio and TV stations were sold for a pretax gain of $81 million.

Of GE Cablevision's 326,000 subs 51,000 are now on expanded basic tiers and 200,000 on pay tiers. Advertising sales operations have been initiated in four markets: Anderson and Evansville, Ind., Peoria, Ill. and Grand Rapids, Mich. The MSO's basic penetration rate is approximately 63 percent.

GENERAL INSTRUMENT CORP.
767 Fifth Ave.
New York, N.Y. 10153
(212) 207-6200
Frank Hickey, chairman

Cable interests:

- Jerrold Division. Manufactures one-way and two-way, addressable and non-addressable converters and descramblers.
- Equity interest in United Satellite Communications Inc., a joint venture with Prudential Insurance, USCI and several other investors to provide direct broadcast satellite service.
- RF Systems. Manufactures satellite reception equipment for cable, SMATV and MATV markets.
- Sytek Inc. Majority ownership (51 percent) of this designer of broadband digital networking systems and supplier of modems and multiplexers.
- Letter of intent signed Dec. 9, 1983 to acquire TOCOM, the Texas-based converter supplier.

Communication interests:

- Data Systems. On-line wagering systems and business systems for data transmission.
- Local Area Network Division. Utilizes company's broadband technology, combined with Data Systems' digital computer systems, to provide local area networks data, video and voice communication.
- Microelectronics Group. Number-one producer of read-only memories in the world.
- Discrete Semiconductor Division. Supplies medium- and low-power rectifiers.
- Optoelectronics Division. Manufactures light-emitting diodes (LED), infrared emitters and silicon receptors, with applications for high-speed data communications.
- Computer Products.

In its fiscal year 1983, which ended Feb. 28, 1983, General Instrument reported its seventh consecutive year of record revenues and earnings. Revenue for the 12-month period was $974.3 million and net income $102.2 million, 1.8 percent and 13.5 percent better, respectively, than in the previous fiscal year. However, that winning streak was snapped in fiscal 1984, which ended Feb. 29, 1984. GI's revenue dropped 6.5 percent to $911 million, while net income decreased 35.3 percent to $36 million.

Nevertheless, cable TV electronics orders and backlogged orders improved significantly in the fourth quarter, resulting in higher overall cable revenue for that quarter than in the comparable period in 1983. According to GI, competitive pricing pressures and changes in the product mix resulted in lower profit margins than in the previous year.

General Instrument has been steadily expanding its operations in the satellite TV earth station market, first signing an agreement with SED Systems Inc. of Canada to license its 4 and 12 GHz technology for use in GE's line of low-cost earth stations, then acquiring an approximately 12 percent interest in United Satellite Communications Inc., a DBS joint venture linking it with Prudential Insurance, USCI and other backers. GI is the supplier of earth station equipment to USCI.

Details of GI's performance in fiscal year 1984 were not available at press time, but according to the company's 1983 annual report, its Broadband Communications segment, which encompasses cable TV, produced revenue totaling $373.7 million, compared to $409.5 million in fiscal year 1982. The segment's operating profit was $110.2 million in fiscal 1983, compared with $121.8 million in fiscal 1982. The Jerrold Division, which is the industry leader in cable electronics, installed 95 addressable converter systems by the end of the fiscal year, and concluded a contract with Tele-Communication Inc., for $100 million, reportedly the largest ever awarded a cable hardware manufacturer. Jerrold also nailed down important contracts from Cox Cable and Cablevision of Boston. Jerrold terminals now range from analog and digital models to upgradable versions for pay-per-view and other addressable services, and include the Jerrold Starcom 450MHz system. The Division is also introducing an advanced 550MHz baseband converter and Communicom, an interactive system for business and consumer use over the GI MetroNet networking system.

On Dec. 9, 1983, GI signed a letter of intent announcing its acquisition of TOCOM, the Texas-based converter supplier.

PlayCable, the industry's first supplier of electronically delivered video games, was discontinued early in 1984. The pay service, jointly operated by GI and Mattel Inc., failed to attract a critical mass of subs to keep it afloat.

General Instrument is also involved in providing local area network systems, point-to-point high-speed data transmission systems, environmental control systems, microelectronics and computer products.

GTE CORP.
One Stamford Forum
Stamford, Conn. 06904
(203) 965-2000
Thomas Brophy, chairman

Cable interests:

- GTE Communication Systems — supplies complete line of communications equipment, systems and support services, including digital switching and PABX systems; transmission equipment; and residential and business telephone products.
- Sylvania Systems Group — in addition to serving defense, government and other markets, this operation also includes the engineering and installing of earth stations for domestic and satellite communications.
- GET Spacenet — will operate a nationwide satellite communications system with the planned launching of three satellites.
- GET Satellite — provides satellite transponder services to customers for direct transmission of television programs to the home; participates in a joint satellite transmission network with AT&T Communications, formerly AT&T Long Lines; and plans to launch two GSTAR satellites during the next two years.
- GTE Telenet — operates a public "packet-switching" network for data communications; markets data networks for customers' private use; operates a nationwide electronic mail service; and supplies financial, credit and medical information via selected networks.

Communication interests:

- Nineteen telephone companies (16 domestic and three international).
- GTE Data Services — provides systems development and data processing services to GTE domestic telcos.
- GTE Directories — publishes more than 900 telephone directories for GTE telephone operating companies.
- GTE Mobilnet — plans to provide cellular mobile radio telephone service in U.S. metro areas.
- GTE Sprint — third-largest long-distance telephone system in U.S.

In 1983, GTE consolidated three divisions into a Diversified Products and Services Group, comprising Communications Products (GTE Communication Systems and Sylvania Systems); Communications Services (GTE Sprint, GTE Telenet and GTE's satellite businesses); and GTE Electrical Products.

As part of a plan to redeploy company resources into high-growth areas, GTE, on June 15, 1983, acquired all the stock of the communications and satellite subsidiaries of Southern Pacific Co. for a purchase price of $750 million. These former SPC operations are now GTE Sprint Communications Corp. and GTE Spacenet Corp. Also, in keeping with the new corporate strategy, GTE, during the second quarter of last year, divested itself of its Electrical Equipment segment, including Sylvania CATV Transmission System (now owned by Texscan Corp.), which manufactured trunk amplifiers, line extenders and converters.

GTE's Communications Services and Communications Service divisions, which account for virtually all of the company's cable-related revenues, posted 1983 revenues and sales of $3.13 billion and a net income of $81 million, 22 percent and 179.3 percent better, respectively, than 1982's results. GTE's domestic and foreign telephone companies collected $8.4 billion in revenues and sales last year, up 7.1 percent from 1982's total of $7.8 billion.

In 1983, GTE Telenet began offering three interactive databases for users of its year-old Medical Information Network (MINET). And although GTE sold its brokerage services business last year, it retained its Financial Information Network (FINET). As a result of increased revenues, Telenet broke into the black for the first time in the fourth quarter of 1983.

Last year, GTE Corp.'s revenues increased 10 percent to $12.9 billion and income from continuing operations grew 17 percent to $949 million from the previous year.

GULF + WESTERN INDUSTRIES INC.
1 Gulf + Western Plaza
New York, N.Y. 10023
(212) 333-7000
Martin Davis, vice chairman

Cable interests:

- USA Cable Network. Owns one-third interest in partnership with MCA Inc. and Time Inc. USA is an advertiser-supported cable TV network with 22.6 million subs on over 4,000 affiliates. (4/84)

- Madison Square Garden Network Division. Supplies sports and entertainment programming originating from Madison Square Garden, which is owned by the company. (1.6 million subs, as of 4/84)
- Paramount Video. Produces TV shows (such as the July 1983 live performance by Diana Ross in Central Park in New York) for distribution to pay TV and other outlets. Also produces videocassettes.
- United International Pictures. Joint venture owned by Paramount, MCA Inc. and MGM/UA Entertainment. Distributes theatrical pictures to theatres and cable.

Communication interests:

- Sega Enterprises (91 percent interest). Manufactures, sells and rents coin-operated amusement equipment in Japan, and licenses technology in the United States, including video games.
- Simon & Schuster. Book publisher.
- Famous Music Corp. Creates and publishes copyrighted music.
- Paramount Motion Pictures.
- Paramount Television.

G + W Industries has two principal involvement in cable television. It owns a third share of USA Cable Network, in partnership with MCA Inc. and Time Inc., and it owns Madison Square Garden, which distributes sports and entertainment programming via MSG Cablevision to regional cable systems. USA is a full-service, advertiser supported cable network with national distribution in about 23 million basic cable households, offering a variety of sports, music, women's interest and all-family programming. MSG CableVision has approximately 1.6 million subs. and transmits New York Knickerbockers basketball and New York Rangers hockey games, among other sporting events.

United International Pictures, a joint venture of Paramount, MCA and MGM/UA Entertainment, produces and distributes theatrical motion pictures to both the theatre and cable industries. At times, multiple segments of the Entertainment and Communications Group have combined to offer live events telecast over pay TV outlets. The July 22, 1983, concert given by Diana Ross in New York City's Central Park, for example, was seen simultaneously over Showtime, a pay cable service.

G + W includes its cable-related Entertainment income and revenues under its Entertainment and Communications Group. In fiscal 1983, which ended July 31, 1983, the company consolidated its seven operating groups into three new units, including Entertainment and Communications. A major divestiture program, which does not affect cable-related operations directly, was initiated in August.

In fiscal 1983, the Entertainment and Communications Group contributed $63.4 million in operating income on revenues of $1.3 billion, compared with $108.7 million in operating income on $1.2 billion in 1982. The poorer performance in 1983 was due, the company said, to sharp losses incurred by Sega's amusement games division, as well a decline in Paramount Television's operating income stemming from the absence of significant syndication revenues from *Laverne & Shirley*, a TV series now in syndication. USA Network, while not yet profitable, has been

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PHONE (416) 629-1111
TLX 06-960-456

4560 Fieldgate Drive, Mississauga, Ontario, Canada L4W 3W6

approaching the break even point at a healthy rate, the company said.

For the company as a whole, net sales and other revenues amounted to $4 billion in 1983, up marginally from 1982's level of $3.9 billion. And for the second straight year, the company's net earnings dropped, this time resulting in a net loss of $212.1 million from fiscal 1982's profit of $168.6 million.

Besides cable and movie activities, G + W manufactures automotive and industrial parts, electrical equipment, clothing and home furnishings. It also owns sugar operations in the Dominican Republic and a manufacturing plant which produces electrical parts for the aviation and electrical utility industries. The company owns 91 percent of Sega Enterprises, which designs, manufactures, distributes and operates video games in the United States and Japan.

HARTE-HANKS COMMUNICATIONS INC.
40 N.E. Loop 410
San Antonio, Texas 78216
(512) 344-8000
Houston Hart, chairman
Robert Marbut, president

Cable interests:

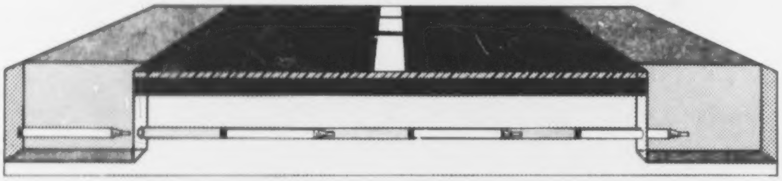
- Harte-Hanks Cable Television. Owns four systems and manages (with options to acquire) three other systems. Total subs: 64,000 (4/84). Also has an option to acquire UltraCom Inc., a wholly owned subsidiary of AEL Industries, which operates 15 cable systems in eight states, and has two systems under development. UltraCom serves more than 69,380 subs. (4/84)
- Cable "Shopper's Channel" developed in San Antonio, Texas.
- RMH Research Inc. Serves as research coordinator in two-year electronic publishing test conducted by AP and CompuServe.

Communication interests:

- Owns and operates 27 daily newspapers and 75 non-daily publications, including weekly newspapers, advertising publications produced by newspapers and a trade publication for the radio industry.
- Consumer Direct Marketing Division. Publishes nine shoppers and 23 direct mail systems; operates seven alternate delivery systems; seven research companies (including Tele-Research Inc. and Tele-Research Item Movement Inc.), and a trucking service. CDM shoppers reach four million homes each week. CDM also offers commercial printing and computer services in conjunction with other operations.
- Four VHF television stations.
- Five AM and four FM radio stations.
- R&R Cos. Division that develops entertainment programs and products.

Since going public in 1972, Harte-Hanks has reported 48 consecutive quarters of earnings growth. Last year, operating revenues were up 12 percent from the prior year, reaching a record $443.6 million, and net income climbed 22 percent to $33.3 million. Total assets grew by 10 percent to $485 million.

Harte-Hanks, which owns and operates newspapers, television and radio stations, an entertainment division and a consumer direct marketing division, entered the cable field in 1978. It has steadily expanded its activities there through acquisitions, franchising and various option



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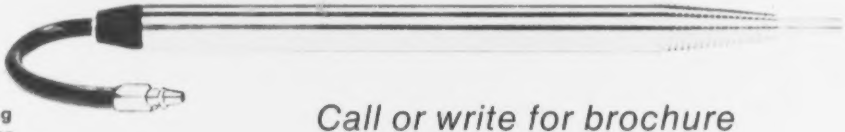

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agreements. Harte-Hanks owns cable systems in Texas and Colorado that pass approximately 90,000 homes, serving more than 40,000 subs; it manages (with options to acquire) four systems in Arizona that pass 31,000 homes, serving 31,000 subs (in March, it announced it had exercised its option to acquire one of the four), Southwest Cablevisions, serving more than 7,600 subs); and it holds an option, exercisable this year, to purchase UltraCom Inc., the cable subsidiary of AEL Industries Inc. UltraCom has 15 systems in eight states which pass 190,000 homes and serve approximately 70,000 subs. UltraCom also has two systems under development. Last year, the company named Gary Weik, formerly of Cox Cable, to become president of Cable operations. Under his leadership, the company's five systems near Houston were reorganized into two divisions and a major rebuild and expansion of Harte-Hanks' oldest system in Pasadena, Texas, was substantially completed at a cost of $7 million, giving it a 54-channel capacity.

Newspaper-operating revenues represent 46 percent of the company's total revenues, consumer direct marketing 32 percent and broadcasting, entertainment and cable 22 percent. Last year, the consolidated operating revenues of broadcasting, entertainment and cable grew 13.2 percent to $99.7 million from $88.1 milllion the previous year; while operating income from the division increased 9.6 percent to $23.5 million from $21.5 million last year.

At press time, the top management and original founders of Harte-Hanks had proposed a leveraged buyout of the company that would return it to a privately held status after 12 years of public status.

HERITAGE COMMUNICATIONS INC.
2195 Ingersoll Ave.
Des Moines, Iowa 50312
(515) 245-7585
James Hoak, Sr., chairman
James Hoak, Jr. president

Cable interests:

- Telecommunications Group. 119 cable systems in 14 states serving 375,000 subs (4/84).
- Iowa Cable Network. Statewide interconnected network.
- Graphic Communications Group. Designs and constructs retail cable stores. Creates booths for cable suppliers, programmers at cable conventions.
- Telecommunications Group Marketing Department. Designed to increase basic and pay sub penetration as well as per-sub revenues.
- Eight limited CATV partnerships, serving 133,000 of Heritage's 375,000 subs.

Communication interests:

- Shaw-Barton. Calendar and specialty advertising operations.
- Oravisual Co. Produces meeting and educational aids, such as podiums, easels, projector stands and scheduling boards.
- School Annual Publishing Co. Direct sales of low-cost "memory" books to schools, churchs and civic groups.
- Braun-Brumfield. Short-run book manufacturer.

Heritage Communications is engaged in two basic businesses, cable television and product marketing. Through Heritage Telecommunications Group, the company operates 119 cable systems in 225 communities in 14 states. Heritage systems currently have approximately

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Section J

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375,000 basic and 262,000 pay sub units, for a 50 percent pay-to-basic ratio. In fiscal 1983, which ended Dec. 31, 1983, the company added six new franchises and renewed six others.

During 1983, Heritage's South Texas systems added 17 percent more basic and 28 percent more pay sub units; systems serving South Bend and 21 other Indiana communities were acquired in a limited partnership; and systems in Des Moines increased basic subs by 5 percent and pay sub units by 13 percent. A bit more than one-third of Heritage's subs receive service through eight Heritage sponsored limited partnerships, including Heritage Cablevision Associates, which assertedly represents the industry's largest single private cable television deal. HCA, formed in June 1983, serves 60,000 subs in greater South Bend, Ind. Since 1978, when Heritage began its practice of offering limited partnerships, close to 3,000 investors have availed themselves of Heritage-sponsored offerings.

Heritage Telecommunications earned revenues of $45.1 million in 1983, a 27 percent gain over 1982's $35.5 million. Operating income rose even higher, 32 percent, to $10.4 million from $7.9 million in 1982; and total year-end assets for the division were $101.2 million, up 16 percent from $87.3 million in 1982. Heritage's limited partnerships contributed management fees of over $1 million on $21.1 million in revenues in 1983.

Heritage has been very aggressive in its marketing campaigns aimed at raising subscriber levels to basic and pay services. And it has been equally eager to export this expertise. In 1983, the company's Graphics Communications Group and Display Communications Group were combined into one business segment — Marketing Products. This segment helps other companies to produce specialty advertising, set up convention booths and conduct large meetings. As part of these activities, Heritage invested in two startup companies, American Cable Connection, a retailer of telecommunication products and services, and American Home Alert, a marketer of home security devices and monitoring services.

Over the years, Heritage has diversified into other fields as well. Through Shaw-Barton, it manufactures calendar and specialty advertising products; through School Annuals Publishing Co., it publishes annual yearbooks; and through Oravisual Co., it manufactures meeting and educational aids, such as lecterns, easels, pads, podiums and scheduling boards.

For the company as a whole, revenues and operating income hit all-time highs last year, while net income slipped due to an increase in the company's tax rate. Consolidated revenues increased 12 percent to $105.9 million from $94.8 million in 1982, and net income decreased 13 percent to $5.4 million from $6.1 million the previous year.

INSILCO CORP.
1000 Research Pkwy.
Meriden, Conn. 06450
(203) 634-2000
Durand Blatz, chairman
Donald Harper, president

Cable interests:

- Times Fiber Communications (66 percent interest). Manufactures coaxial, multiconductor and fiberoptical cable for the cable and defense industries.

Communication interests:

- Taylor Publishing.
- Computer Circuitry Group. Makes wire harnesses, coaxial cable and external cable assemblies for the computer industry.
- Signal Transformer, acquired in 1983, manufactures over 1,000 types of transformers, used by more than 6,000 electronics manufacturers.
- Basic Industries. Makes precision metal parts for mainframe computer drives.
- Stewart Stamping Corp. Manufactures small precision parts for the electronics and telecommunications industries.

Insilco, which owns a 66 percent interest in Times Fiber Communications, is a diversified manufacturer of products for the electronics/telecommunications and specialty consumer products markets. Its high-technology subsidiaries include Stewart Stamping, Computer Circuitry Group, Basic Industries, Signal Transformer, Steel Parts and Hawthorne. The Specialty Consumer Products Group includes Miles Homes, a building materials supplier; Red Devil, a paint company; Sinclair Paint; Enterprise, an industrial paint manufacturer; Rolodex Corp.; and Taylor Publishing, which publishes high school and college yearbooks.

Reflecting a slowdown in the construction of new urban franchises in the cable TV industry in 1983, Times Fiber experienced a decline in net income, as sales edged slightly downward from 1982 levels. For the year, the company's sales were $136.9 million, compared with $137.7 million in 1982. Net income dropped to $5.2 million from $6.6 million in 1982, a 22 percent decline. To compensate for the shift in demand, Times Fiber introduced a new and expanded line of products, most prominently a low-cost, one-way addressable, coaxial cable version of its two-way fiberoptic Mini-Hub system. These Mini-Hub II systems are designed to provide cost-effective computer-controlled switched networks systems to meet a wide range of operator needs. In 1983, the company completed Mini-Hub installations in Lisle, Ill., and Bridgeport, Conn., and neared completion of a third in Alameda, Calif.

In the fourth quarter, Times Fiber sold its equity interest in General Optronics Corp., a supplier of laser products, realizing an after-tax profit of about $493,000.

Four-fifths of Times Fiber's revenue come from sales of semi-flexible and drop cable. Its T4 brand, which had been the mainstay of its line, has been improved recently with the introduction of T4 Plus, which offers greater cable bending properties and stress tolerances. The company also designs and manufactures specialty coaxial and multiconductor cable assemblies for military and industrial uses.

Insilco sales climbed 6 percent, in 1983, to $674.2 million from the previous year's $636 million. Over the same period, net income more than doubled to $34.3 million, from $14.8 million.

KNIGHT-RIDDER NEWSPAPERS INC.
One Herald Plaza
Miami, Fla. 33101
(305) 350-2650
Alvah Chapman, Jr., chairman
James Batten, president

Cable interests:

- TKR Cable Co. Jointly owned with Tele-Communications Inc. Systems in New York and New Jersey. 126,000 subs. (4/84)
- Joint venture with Times Mirror to rebuild Long Beach Cablevision system. By end of 1983, system had 30,000 subs.
- Viewdata Corp. of America. Operates Viewtron, the country's first full-scale commercial videotex service, in conjunction with AT&T.

Communication interests:

- 29 daily newspapers, including *Philadelphia Inquirer,* *Detroit Free Press* and *Miami Herald*.

- 10 suburban newspapers in California and Florida.
- Five television stations.
- The KNT News Wire. A cooperative venture with the *Chicago Tribune* and *New York Daily News*.
- Mobile Radio. Purchased 50 percent interest last year in Tel Air Network's 800 MHz SMR mobile radio service in Miami, and earlier this year, acquired 50 percent interest in Tel Air SMR systems in 14 other cities. In 1983, KRN applied for licenses to operate cellular radio businesses in six markets.
- Business Information Services. Consolidation of Commodity News Service, Unicom News, *The Journal of Commerce* and VU/TEXT under one divisional umbrella. More than 39,500 subscribers worldwide.
- Newsprint mills.
- HP Books. Paperback book publishing company specializing in "how-to" titles.

KRN owns all or part of 65 subsidiaries and divisions incorporated in 17 states. The Miami-based company is engaged in newspaper publishing, television broadcasting, cable television operations, business news and information services, newsprint production, videotex operations, specialized mobile radio telephone systems and book publishing.

Although KRN has been expanding its operations in broadcast and cable television, as well as cellular radio, its combined television revenues in 1983 constituted just three percent of the corporate total, while newspaper advertising contributed 70 percent.

In January 1982, the company formed TKR Cable Co., a 50-50 joint venture with Tele-Communications Inc. of Denver, to acquire, develop and operate cable TV systems. Currently, TKR has 126,000 basic subscribers spread over 44 different franchises in New York and New Jersey and pulled in $29 million in revenue in 1983. TKR's goal is to end up with 400,000 to 600,000 subscribers within five years through an acquisition rather than a new-build strategy. Last May, TKR acquired the assets of two TCI Rockland County, N.Y., systems with 20,000 subscribers. All TKR's systems are addressable, with one exception, Long Beach Island, N.J. This system is one-way, using Jerrold converters. Of the New Jersy systems, the 24 that sell advertising anticipate grossing $500,000 in local ad sales this year.

Another company venture, with Times-Mirror, netted KRN a 15-year franchise in Long Beach, Calif., where the two partners are building a 112-channel system. By the end of 1983, Long Beach Cablevision was serving approximately 30,000 subscribers, and its revenues rose to $7 million.

In late October, KRN, working in cooperation with AT&T, launched Viewtron, the nation's first full-scale commercial videotex system in three south Florida counties. Videwdata Corp. of America, KRN's wholly owned subsidiary, is operating the service and has announced preliminary agreements to expand Viewtron services to other markets, including New Orleans, Cleveland, Denver, Pittsburgh, Philadelphia and Memphis. All told, 11 markets have been targeted. KRN also is expanding its Business Information Services segment. The Commodity News Service showed strong growth in a year in which satellite delivery of CNS news and financial quotations was inaugurated, and Data Quote VII, a new data reception terminal, was introduced. KRN also acquired the remaining 50 percent share of Unicom News, owned by United Press International. And VU/TEXT, an electronic library database used by libraries, law firms, schools and businesses, added several new information providers.

KRN's revenues in 1983 were $1.4 billion, up 10.9 percent from 1982's total of $1.3 billion. Net income rose 16 percent to $119.4 million, from $102.9 million the previous years.

MacLEAN HUNTER LTD.
MacLean Hunter Building
777 Bay St.
Toronto, Ontario M5W1A7
(416) 596-5000
Donald Campbell, chairman
Frederick Metcalf, president

Cable interests:

- MacLean Hunter Cable TV. Serves 234,061 subscribers in franchises in Michigan and New Jersey, and 360,000 subscribers in 16 communities in Ontario, Canada. (3/84)

Communication interests:

- Publishes 160 periodicals: 124 in Canada, 20 in the United States and 16 out of London, England. These include *MacLean's* magazine, *New Mother, Sailing News* and *The Financial Post*.
- 50 percent interest in several advertising rates and data publications in West Germany, Austria, France, Italy and Switzerland.
- Toronto Sun Publishing. Publishes newspapers in Toronto, Edmonton, Calgary and Houston, Texas.
- Broadcasting. Company has TV and radio stations in Nova Scotia, Ontario and Alberta, and, through Newsradio, supplies 43 radio stations, from Newfoundland to British Columbia, with up-to-date coverage of news and current events.
- Data Business forms. Supplies wide variety of business forms to industry.
- Industrial Trade Shows (Canada) and Intercontinental Trade Shows (United States) produces trade shows.
- MacLean Hunter Paging.
- National Book Centre. Wholesale distributor of clothbound and paperback books to libraries and secondary schools.

Growth in its United States operations and Toronto Sun Publishing boosted MacLean Hunter's revenue 21 percent to $634.1 million in 1983, from $524.9 million in 1982. Income, before extraordinary gain, climbed even higher — 63 percent — to $33.9 million, from $20.8 million in 1982. The primary businesses of this Canadian communications giant include periodical publishing and printing, newspaper publishing and printing, broadcasting, cable television, radio paging and supply of business forms for a wide variety of uses. MacLean Hunter Cable TV, based in Ontario, owns six franchises in Michigan and one in New Jersey, serving more than 234,000 subs. This puts it among the top 30 MSOs in the United States. In Canada, its basic subscribers total 360,000, all located in 16 separate communities in Ontario. MacLean systems enjoyed a 79 percent penetration level in Canada, and 50 percent in the United States. Approximately 35,000 Canadian subscribers bought pay services last year, as opposed to 309,302 multi-pay subscribers in the United States, as of March 1984.

Ten years ago, MacLean Hunter earned one-third of its operating revenue from periodical publishing and printing. Today, this segment represents approximately 19 percent of total operating income, reflecting the company's diversification into new business, such as cable TV, newspapers and business forms. MacLean Hunter Cable TV maintained strong growth during 1983, lifting its subscriber base by 9 percent; its operating revenue by 24.3 percent, to $115.1 million, from $92.6 million, in 1982; and its operating income by 33 percent, to $30 million, from $23.1 milion in 1982. Capital expenditures in cable declined last year to $36 million from $42.1 million in 1982.

In May 1984, the company decided to cease publication of the monthly *Program Guide* of cable and broadcast listings, serving 13 systems.

M/A-COM INC.
South Ave.
Burlington, Mass. 01803
(617) 272-9600
Richard DiBona, chairman and president

Cable interests:

- M/A-COM Cable/Home Communications. Consists of two divisions — M/A-COM MVS Division, which manufactures video and voice microwave transmission systems, and M/A-COM Cable/Home Division, comprised of the following companies: M/A-COM Comm/Scope Inc., which produces and markets CATV coaxial cable; M/A-COM Prodelin Inc., which manufactures satellite earth station antennas; and M/A-COM Cable/Home Marketing, which manufactures home TVRO and DBS dishes, earth stations and associated electronic equipment.
- 19 other companies manufacture components and products for CATV systems.

Communication interests:

- M/A-COM Components Group. 12 companies manufacturing microwave components, cable assemblies and optical subsystems for defense and commercial applications.
- M/A-COM Integrated Digital Communications Group. Six companies supplying digital communications and encryption equipment, software and VSLI design for government systems, commercial systems and commercial networks.
- M/A-COM Development Corp. Strategic research planning, government policy and telecommunications standards review.

M/A-COM Inc. does business primarily in three operating segments: Component Products, Cable/Home Communications Products and Integrated Digital Communication Products. The largest single customer of the company is the United States government; its purchases last year represented 11 percent of M/A-COM's consolidated sales of $637.3 million.

During 1983, M/A-COM restructured its 21 operating companies into eight operating divisions. As part of the streamlining, the company sold its 50 percent interest in Valtec, a joint venture with Philips Optical Communications Corp. to produce optical fiber cable, and also disposed of its microwave point-to-point antenna business.

Although M/A-COM achieved record levels of sales, orders and backlogs, operating profits and per-share earnings were lower than expected by the company. For, while 1983 sales rose 8.4 percent above the $587.6 million recorded in 1982, net income slid 12.6 percent to $29.6 million (or 72 cents per share), from $33.9 million (or 88 cents per share) the previous year. Total assets roughly grew by $90 million, to $658.1 million in 1983; company-sponsored research and development rose 17 percent above 1982 levels.

M/A-COM, the nation's largest producer of coaxial cable for the CATV industry, also manufactures, through its Cable/Home Communications group, solid-state relay equipment, portable electronic news gathering equipment, a new generation of small Kuband earth stations, turnkey microwave transmission systems and associated electronic equipment, such

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as amplifiers, converters and receivers. In 1983, the group introduced the Quantum Reach (QR) series of coaxial cable products, a line of premium cables with enhanced electrical properties. The company also aggressively pursued marketing opportunities to the DBS and SMATV markets, and managed to increase its shipments of home TVRO dishes in 1983 by 170 percent over 1982 levels.

Last year, M/A-COM developed and marketed a new line of 23 GHz microwave equipment for the inexpensive transmission of voice, video and data signals.

The recession affected the Cable/Home Communications Products group, which generated $216.4 million in sales, a bit less than the $219.6 million produced in 1982. Operating profit for the group dropped 22.5 percent, however, to $22.1 million, from $28.5 million in 1982. M/A-COM "sacrificed profitability" in 1983, the company said, to shift its emphasis toward the home TVRO earth station and DBS markets.

Three companies comprise the cable group. M/A-COMM/Scope Inc. makes and markets coaxial cable; M/A-COM Prodelin Inc. supplies earth stations and microwave antennas; and M/A-COM Cable/Home Marketing manufactures home TVRO earth stations, cable earth stations and associated equipment. Other M/A-COMM companies, such as Linkabit Inc., make digital communications and encryption equipment for satellite carriers used by cable programmers to scramble transmissions.

MCA INC.
100 Universal City Plaza
Universal City, Calif. 91608
(818) 985-4321
Lew Wasserman, chairman
Sidney Sheinberg, president

Cable interests:

- Owns one-third of USA Cable Network.
- Universal Pay Television. Licenses films and specials to cable and other pay TV outlets.

Communication interests:

- Universal Pictures.
- Universal Television.
- MCA TV.
- MCA TV Enterprises.
- Merchandising Corp. of America
- MCA Home Video.
- Non-exclusive licensing agreement with RCA Corp. to release titles on RCA video disc format.

MCA entered the cable field in 1980 by purchasing a one-third interest in USA Cable Network, now jointly owned by MCA, Gulf + Western's Paramount and Time Inc. But MCA's efforts to join with Paramount to grab a piece of the proposed merger of Showtime and The Movie Channel, both pay cable services, were rebuffed by the Justice Department last summer on antitrust grounds. (Instead, the merger was allowed to proceed, with Warner Communications Inc., Warner Amex and Viacom holding the equity interests.)

Through Universal Pay Television, MCA has stepped up its licensing of films to cable and other video subscriber services. Whereas, in 1982, MCA licensed 50 films to pay television, in 1983, it made available over 75 recent and classic Universal theatrical films to that market. Last year, MCA also broke tradition by becoming the first studio to premiere a major motion picture on pay-per-view television the same day it opened in theatres.

MCA Home Video markets videocassettes and videodiscs domestically for the home video market. In July 1983, the subsidiary began releasing CED format videodiscs under its own label, and released 26 titles in 1983. Videodisc releases in the laserdisc format are also offered, and now total 82 titles in the catalog.

In January 1984, the United States Supreme Court decided the so-called *Sony Betamax* case, in which MCA was a party, against MCA and for the videocassette recorder manufacturer. The decision permits individuals to tape programs off the air without fear of violating copyright laws. MCA had argued that such taping, without compensation, would adversely affect the sale and licensing of filmed products.

For the year ended Dec. 31, 1983, MCA reported the second-highest revenue and net income in its history. Consolidated revenue for 1983 was off a hair's-breadth, .1 of 1 percent, to $1.58 billion. Net income dropped 16.5 percent to $147.2 million, from $276.2 million in 1982. The Filmed Entertainment Division's revenue for 1983 decreased approximately $79 million from 1982, primarily due to the record levels achieved in 1982 by the theatrical releases of *E.T.* and *On Golden Pond*. The division's operating income for last year decreased by approximately $49 million, largely for the same reason.

MULTIMEDIA INC.
305 S. Main St.
Greenville, S.C. 29601
(803) 298-4373
Wilson Wearn, chairman
Walter Bartlett, president

Cable interests:

- Multimedia Cablevision Co. operates systems in Kansas, Oklahoma, Illinois and North Carolina (Tar River Communications, 80 percent owned). Serves more than 111 franchises and 255,200 subscribers, making it the 25th largest MSO. (4/84)
- Acquired six operating cable TV franchises in Oklahoma from American Television & Communications Corp., adding 33,500 subscribers. ATC, in turn, acquired 11 Multi-media-owned franchises in North Carolina with 11,800 subscribers. Multimedia paid ATC, in addition, $22.5 million for the deal, concluded Feb. 1, 1984.
- Multimedia Cable Security Services.
- Multimedia Cable Advertising Services.
- Sports Time. Pay cable sports channel carrying baseball games of St. Louis Cardinals, Kansas City Royals and Cincinnati Reds (a joint venture with Anheuser-Busch and TCI).

Communication interests:

- 13 daily newspapers.
- 30 non-daily newspapers.
- Five television stations: four VHF and one UHF.
- 12 radio stations: six AM and six FM. (In October 1983, Multimedia reached an agreement in principle to sell its AM and FM stations in Louisville to Capitol Broadcasting for $3.5 million.)
- Multimedia Entertainment. A production/syndication division, offering *Donahue,* country music programming, *Young People's Specials* and sports programming, among other TV fare.
- Joint venture to apply for cellular radio licenses with Standwood Corp.

With 255,200 subscribers in Kansas, Oklahoma, Illinois and North Carolina, Multi-media Cablevision is the 25th largest MSO in the United States. In 1983, cable operations earned $53.2 million in revenues, a 62 percent increase over 1982's $32.8 million. Operating profits rose 77 percent to $10.1 million, from $5.7 million the previous year. Multimedia Cablevision added 30 franchises in 1982, and about 20 more in 1983. In January 1984, Multimedia purchased an additional 20 percent share of Tar River Communications, a North

Carolina cable company, giving it an 80 percent controlling interest in the 52,000 basic and 32,000 pay subscriber MSO. As the result of a subsequent deal with ATC, Multimedia acquired six ATC systems near Oklahoma City, Okla., in exchange for three of Tar River's systems in Gaston, Monroe and Archdale, N.C., plus $22.5 million.

Last year, Multimedia spent in excess of $18 million to expand cable plant. Also, the company began to offer home protection services to subscribers in Wichita, Kan. through Multimedia Cable Security Services, formed in 1982. Wichita, the location of Multimedia's largest system, serving 76,000 subscribers, has been a test market for cable advertising, as well. Multimedia Cable Advertising Services generated $944,000 in ad revenue last year, compared with $472,000 in 1982. The cable company's first addressable system was completed in 1983 in Harvey, Ill. And last July, Multimedia announced a joint venture with Anheuser-Busch Companies and Tele-Communications Inc. of Denver to offer Sports Time, a new pay cable sports channel, featuring the baseball games of the St. Louis Cardinals, Kansas City Royals and Cincinnati Reds. The service is being offered to pay subscribers in 11 states, and negotiations have been conducted to add Big Ten and other sporting events to the channel.

Aside from its cable operations, Multimedia publishes 13 daily and 30 non-daily newspapers; owns five television and 12 radio stations; and produces and syndicates television programs, including *Donahue*.

Overall, Multimedia enjoyed a very good year in 1983. Revenues grew 19.6 percent to $269.7 million; net income jumped 21.4 percent to $35.2 million; and total assets soared 35.5 percent to $387.1 million.

NORTH AMERICAN PHILIPS CORP.
100 E. 42nd
New York, N.Y. 10017
(212) 697-3600
Pieter Vink, chairman
Cees Bruynes, president

Cable interests:

- Magnavox CATV Systems. Manufactures converter/descramblers, headend signal processing equipment and other CATV system products.
- NAP Consumer Electronics Corp. Integration of Philco, Sylvania and Magnavox lines. Manufacturers amplifiers and distribution equipment for cable television.

Communication interests:

- Odyssey video games.
- SMATV installation.
- Philips Business Systems.
- North American Philips SMD Technology Center.
- Airpax Corp. Manufacturers electro-mechanical components used in computer and computer-peripheral industries.
- Dialight Corp. Makes indicator lights and optoelectronic devices and switches for the data processing and telecommunications industries.
- Mepco/Electra Inc. Makes passive electronic components and microchips.
- Through Magnavox, Philco and Sylvania lines, manufacutures wide array of video products: videocassette recorders, color TV sets, projection TV equipment, videodiscs.

NAP maintains business segments spanning many fields: consumer electronics, electrical personal care products, electronic components and electronic professional equipment, including medical systems, business systems and cable TV products. In addition, the company does a large volume of business with the military, relating to antisubmarine warfare, navigational signal processing and military radio communications.

Although corporate sales and income from continuing operations reached record levels in 1983, NAP's Professional Equipment group, under which the company's cable business is subsumed, registered only a modest sales increase. This was due, the company said, to significant declines in earnings by cable TV systems, medical systems and electronic instrumentation operations. NAP, largely through its Magnavox CATV Systems division, manufactures modular amplifiers, converter/descramblers and distribution equipment for monitoring system performance.

For 1983, NAP's net income rose 30 percent to $95.7 million, compared with $73.6 million in 1982. Sales for the year totaled $3.8 billion, up 20 percent from $3.2 billion the previous year.

Favorable performances were registered by the Consumer Electronics, Electrical Consumer Products and Electrical and Electronic Components segments. Collectively, these segments generated 76 percent of the company's sales and 89 percent of its operating income. Professional Equipment achieved 1983 sales of $907.1 million, compared with $869.3 million in 1982. The division's operating income, however, declined from $50.5 million in 1982 to $30.1 million in 1983. Professional Equipment, in 1983, accounted for 24 percent of the company's sales and 11 percent of its operating income.

During 1983, Magnavox CATV Systems introduced the Magna 6400 addressable converter, featuring encryptic encoding, a high-security signal encoding technology, and also launched Power Doubling, a product line of signal distributing equipment which, according to the company, doubles the output of a CATV amplifier.

OAK INDUSTRIES INC.
16935 W. Bernardo Dr.
Rancho Bernardo, Calif. 92127
(619) 485-9300
Everitt Carter, chairman
Raymond Peirce, president

Cable interests:

- Oak Communications Inc. Produces converters; converter/decoders and decoders for use by cable systems; and over-the-air subscription television and satellite television systems. Lines include both addressable and non-addressable models. OCI also produces software packages for computer-directed control and management of addressable systems.
- Oak-Times Systems Corp. Agreement in principle, reached in December 1983, with Times Fiber Communications Inc., to form this 50-50 partnership to market cable TV subscriber control systems.
- Oak Satellite Systems Division. Manufactures the Orion system for encryption of TV signals broadcast via satellite, encoding equipment for use at broadcast headend and decoding receivers.
- Oak Media Corp. A wholly owned subsidiary, which operates three ON TV over-the-air subscription television systems and is involved in a joint venture with Universal Pictures to produce movies for theatrical and pay TV markets.
- ON Satellite TV. Distributes pay TV programming to STV systems, cable TV systems, multipoint distribution outlets and low-power television stations via Comstar D-IV communications satellite.
- Agreement between Oak Media and Home Entertainment Network, a subsidiary of United Cable Television Corp., calling for Oak's purchase of HEN's STV subscribers in Chicago for addition to ON TV/Chicago's service.

Communication interests:

- STV operations in three cities — Los Angeles, Chicago and Miami/Ft. Lauderdale.

- McCoy Electronics. Produces quartz crystals for military communications.
- Oak/Telstar. Joint venture to market Oak's ON TV service, via satellite, to SMATV and MDS pay TV outlets nationwide.

The general woes of the economy, and particular problems of the cable TV and subscription TV industries in 1983, combined to hand Oak its worst year-to-year financial performance. Despite unprecedented gains in sales and profits from Oak Technology's Materials segment, and a profitable return from its Components operation, Oak Industries, nevertheless, closed the year with an overall 22 percent decline in sales to $426.4 million, from $545.7 million in 1982. It suffered a staggering 40-fold drop in net income, from a $4.1 million profit in 1982 to a $166.1 million loss last year. Sales within the Communications segment, which includes its cable- and STV-related operations, dropped 44 percent to $177 million, from $315.1 million in 1983, while operating income within the segment precipitously plunged from a $2.5 million profit in 1982 to an $86.8 million loss last year.

During the year, the company began adjusting to these harsh realities. It terminated STV operations in Phoenix and Dallas, leaving Oak three operating STV markets (Chicago, Los Angeles and Miami/Ft. Lauderdale), and entered into a management contract with Twin Arts Productions, whereby Twin Arts was given authority for the day-to-day operations of ON TV, including programming acquisition, production and scheduling. In the fourth quarter of 1983, Oak began negotiating the sale of VideoNet, its teleconferencing division, and entered into an agreement to sell a manufacturing facility in Carlsbad, Calif.

These draconian measures were necessary, in part, due to the decline in subscribers of over-the-air subscription TV. On a combined basis, the number of subscribers of Oak's remaining three ON TV services decreased to 343,729, a 34 percent drop, in 1983. Another disappointment for the company was the failure of the cable television equipment market to turn around. As part of its strategy for recovery, Oak introduced, in December 1983, the Sigma System, a new generation of addressable converter/decoders, featuring the Sigma One, a 450 MHz, 64-channel addressable converter/decoder with baseband scrambling. This year, the company is launching the TCM-1, and "add-on" decoder compatible with converters, to provide addressability.

Also, in December 1983, Oak and Times Fiber Communications agreed in principle to form a 50-50 joint venture to market "hybrid" subscriber control systems.

Oak Media distributes ON TV programming, via Comstar D-IV, to a wide variety of pay TV outlets. Two transponders have been subleased through a joint venture agreement with Telstar Corp. ON Satellite TV, as the service is called, now has 150,000 subscribers, up from 16,000 when it began in February 1983.

Earlier this year, Oak Media announced it had purchased the subscribers of Home Entertainment Network's Spectrum STV, with the expectation they will switch to ON TV/Chicago.

Racal-Oak, a joint venture between Racal Electronics Plc., of the United Kingdom and Oak Industries to supply pay TV hardware and services in the U.K., enjoyed a year of "good progress" in 1983, Oak reported.

But Oak's difficulties may not be over. At the close of 1983, the SEE announced it had opened a formal investigation into the company, the ramifications of which are yet unclear.

PIONEER ELECTRONIC CORP.
1925 Domingues
Long Beach, Calif. 90810
(213) 420-5700
Nozomu Matsumoto, chairman
Seiya Matsumoto, president

Cable interests:
- Manufactures QUBE and QUBE III for Warner Amex Cable.
- Manufactures block and tunable converters for single and dual-cable systems.

Communication interests:
- Home video and audio products.
- Television and LaserDisc equipment.

Pioneer Electronic Corp. returned to profitability in fiscal 1983, which ended Sept. 30, 1983, after losses in five consecutive quarters. Business picked up sufficiently in the second half of fiscal 1983 to lift net income for the full year to $9.4 million, from a $12.9 million net loss in fiscal 1982. Net sales in 1983 were $1.3 billion, up 4 percent from 1982's $1.25 billion, while total assets dropped 4 percent to $1.03 billion, from $1.038 billion in 1982.

Sales of Pioneer cable TV equipment and systems dropped during fiscal 1983, following the fulfillment of outstanding orders from Warner Amex to supply QUBE two-way interactive BT-series terminals to subscriber homes in Columbus, Ohio; Cincinnati, Pittsburgh, Houston, Dallas, Chicago and St. Louis. In response, Pioneer successfully expanded its customer base to more than 500 cable system operators.

The company's line of products include block converters and tunable converters for single and dual cable systems, as well as addressable/interactive products. The latter consist of the VIP One-Way Addressable System, VIP Security Alarm System and VIP Status Monitoring System. In fiscal 1983, Pioneer Communications, a wholly owned subsidiary of Pioneer Electronic, announced the introduction of the new BC-4000 series 67-channel converter with a wireless remote control unit. Pioneer also manufactures products featuring its phase-locked loop-tuning technology, which has become an industry standard. Recently, the company developed a new two-way data communication system, composed of home terminal units and a headend unit using a CSMA/CD (Carrier Sense Multiple Access with Collision Detection) protocol, for use in home shopping, home banking, home security and information retrieval. Plans are in the works to introduce packages of teletext and videotex receiving equipment, as well.

The bulk of Pioneer's sales comes from its home audio and video segment which manufactures its LaserDisc videodisc system, among other products.

PLAYBOY ENTERPRISES INC.
919 N. Michigan Ave.
Chicago, Ill. 60611
(312) 751-8000
Hugh Hefner, chairman
Christie Hefner, president

Cable interests:
- The Playboy Channel. Joint venture with Cablevision, Cox Communications and Daniels & Associates. Carried by more than 350 cable systems. Total subs: 656,000. (4/84)

Communication interests:
- Publishes *Playboy, Games* and buying guides, and distributes foreign editions of magazines.
- Playboy International Publishing. Consultancy to advise United States publishers in licensing their magazines for publication abroad.
- Playboy Video. Offers Playboy video productions on videocassette and videodisc. Other outlets include over-the-air subscription television and TV syndication.

PEI has not managed to return to profitability after recording its first year of red ink in fiscal 1982, but has managed to reduce the volume of the outflow. In fiscal 1983, which ended June 30, 1983, Playboy lost $17.5 million, compared with the $51.7 million lost the previous fiscal year. Revenue continued to slide, too, down 7.8 percent to $193.7 million, from $210.1 million in fiscal 1982. The declines were attributed to a poor performance by Playboy clubs, as well as a slump in advertising and newsstand sales for *Playboy* magazine. Although it retained its profitability, *Playboy* was unable to offset declines in other divisions. PEI began to produce original Playboy programming for Rainbow Programming Services' Escapade in 1982, in a joint venture with Cablevision Program Enterprises, Cox Cable and Daniels & Associates. On November 19, the pay service was renamed The Playboy Channel, and launched with an initial subscriber base of just under 300,000 homes. As of April 1984, the Playboy Channel was available on over 350 cable systems, and had a subscribership of 656,000 homes. Revenues from subscriptions to The Playboy Channel amounted to approximately $8.3 million in fiscal 1983.

In addition to its use on The Playboy Channel, the programming developed by Playboy Video has been offered to the public through a variety of distribution mechanisms: videocassettes, videodiscs, over-the-air subscription television and foreign and domestic syndication. Revenue from these sources during fiscal 1983 amounted to approximately $3.5 million.

Playboy Video programming, distributed via CBS/Fox Video under an exclusive licensing arrangement, won two "gold" certifications last year from the Recording Industry Association of America. In November of last year, Playboy announced it had entered into a new agreement with Rainbow Programming Services, whereby Rainbow continued to receive distribution fees for the exclusive marketing of the Channel to pay TV in North America, while Playboy Video Corp. retained ownership of the programs and all foreign distribution rights.

Playboy magazine remained the company's main moneymaker, generating $122 million in revenue. Video interests, as a whole, produced $12.4 million, compared with $584,000 in fiscal 1982, while losing $2.3 million, compared with $4.4 million the previous fiscal year.

RCA CORP.
30 Rockefeller Plaza
New York, N.Y. 10020
(212) 621-6000
Thornton Bradshaw, chairman
Robert Frederick, president

Cable interests:

- The Arts & Entertainment Network. An advertiser-supported performing arts channel formed by the merger of ARTS, owned by Hearst/ABC Video Services, with The Entertainment Channel, a joint venture of RCA Cable Inc. and Rockefeller Center Cable Inc. Nine million subscribers. (4/84)
- RCA American Communications (RCA Americom). Furnishes domestic satellite communications services to broadcast and cable television, as well as voice, data and facsimile services for commercial or governmental use.
- RCA Global Communications. Provides switched, leased and telephone services to domestic and international users.
- RCA Cylix, acquired in October 1982. Provides data communication services, via high-speed multipoint lines, for terminal communications and point-to-point lines to host computers.
- RCA Cablevision Systems. Makes headend equipment, amplifiers, passives, subscriber devices and turnkey system capabilities.
- Commercial Products and Services. This segment manufactures color TV picture tubes; display tubes and monitors; solid-state and electro-optic devices; commercial communications satellites; and associated electronic equipment for broadcasting and communications, including cameras, studio equipment and TV tape recording and playback equipment.
- RCA Laboratories. Research and development arm of RCA Corp.

Communication interests:

- Five television stations.
- NBC Television Network. Over 200 affiliates.
- Three radio Networks. Serve more than 500 regularly affiliated stations with news and information programming; musical programming; and health, financial and personal advice programming.
- RCA Communications Inc. Encompasses RCA Americom; RCA Globcom; and RCA Cylix.

Joint venture with Columbia Pictures Industries Inc. to distribute pre-recorded videocassettes and license films for VCR release in the United States and abroad.

- Consumer Products and Services. Manufactures TV receivers, VCRs, video cameras, videodiscs, records and pre-recorded tapes.

RCA, parent company of NBC-TV, has played an important role in the development of the cable industry, though largely unrelated to the formidable programming power of its own television network. To be sure, RCA does retain a small programming foothold in cable with the merger of the assets of the defunct The Entertainment Channel, a joint venture of RCA Cable Inc. and Rockefeller Center Cable Inc., with ARTS, owned jointly by The Hearst Corp. and ABC Video Enterprises. The reborn ad-supported Arts and Entertainment Network, launched in February of this year, claims a potential viewing audience of 9 million cable subscribers. But RCA's impact upon the cable industry has been greatest through its domestic satellite transmission facilities, used by cable programmers and resale common carriers to create national ad-supported and pay cable networks, and through its equipment manufacturing arm, which produces state-of-the art TV production, transmission and reception equipment. RCA Cablevision Systems also provides installation services for the cable industry.

RCA's business segments are divided into six groups: Electronics, Broadcasting, Communications, Transportation Services, Financial Services and Other Products. Beginning in 1982, the company reversed a four-year decline in earnings. In 1983, that trend continued. Sales rose to a record $8.98 billion, 11.9 percent better than 1982's $8 billion, and net income grew by 8.2 percent to $240.8 million, from $222.6 million in 1982. Electronics achieved improved earnings on record sales; Government Systems and Services set records in sales and earnings for the eighth straight year; NBC achieved record-breaking profits; and Communications saw revenue increase by 18 percent, although net earnings dropped due to increased competition and start-up losses at RCA Cylix's value-added network.

In 1983, RCA held leadership positions in television receivers, VCRs, videodiscs and videodisc players. However, in April of this year, RCA announced it would discontinue production of videodisc players, due to "continuing financial losses" amid a soft consumer market.

In 1983, RCA continued work on construction of 17 planned communications satellites for GTE Corp., American Satellite Co., Satellite Television Corp. and RCA Americom. RCA Americom operates five satellites, including one owned by Alascom Inc., the long-distance communications company in Alaska.

In addition to its communications interests, RCA owns The Hertz Corp. and C.I.T. Financial Corp.

ROGERS CABLESYSTEMS INC.
P.O. Box 249, Ste. 2602
Commercial Union Tower
Toronto-Dominion Centre
Toronto, Canada M5K 1J5
(416) 864-2373
John Graham, Q.C., chairman
Edward Rogers, vice chairman
Colin Watson, president

Cable interests:
- Canadian Cablesystems Ltd. Owns 16 systems in Canada, serving 1.3 million basic and 147,000 pay subscription units. Largest Canadian MSO.
- Rogers U.S. Cablesystems Inc. Total subs: 183,000. Combined RUSCI and RCA totals make Rogers the 13th-largest MSO in the United States. (4/84)
- Rogers Cablesystems of America Inc. Owns and operates half of the former Rogers UA-Columbia Cablevision systems, with 321,000 subscribers.
- Cableshare (37 percent). Data processing service.
- Tele-Cable Sales. Syracuse, N.Y., system — the first to be franchised and developed in the United States — has invested in Tele-Cable Sales, a regional sales interconnect service.
- Dublin Cablesystems Ltd. Owns and operates two systems in Ireland, with a total of 111,000 sub.

Rogers Cablevision Systems Inc., based in Toronto, Canada, is one of the world's largest cable communications companies, owning and operating cable TV systems in the United States, Canada and Ireland. Canadian Cablesystems Ltd. is Rogers' domestic operation, consisting of 16 fully constructed and wholly owned systems (save Western Cablevision Ltd. in British Columbia, in which Rogers has a 45 percent interest). CCL serves 1.3 million basic and 147,000 pay subscriber units (1983 was the first year Rogers offered pay cable services on its systems in Canada). Across the Atlantic, Rogers' two systems in Ireland serve 111,000 subs.

South of the Canadian border, Rogers' United States operations are handled through two subsidiaries: Rogers United States Cablesystems Inc. and Rogers Cablesystems of America Inc. Together the two companies have in excess of 504,000 subs, making Rogers the 13th-largest MSO in the United States. RUSCI experienced significant growth in 1983, due primarily to the addition of franchises in the northern half of Minneapolis and east Multnomah County, Ore. Through Aug. 31, 1983, the end of Rogers' fiscal year, RUSCI pay TV subscriptions increased by 76 percent, to over 232,000 and its overall pay-to-basic ratio increased from 140 percent, to 150 percent. On Feb. 4, 1983, Rogers and United Artists Communications Inc. agreed to divide the assets and liabilities of Rogers UA Cablesystems Inc., in which Rogers had held a 51 percent interest since 1981. In the division of the spoils, Rogers obtained a 100 percent interest in former RUAC systems, serving 307,000 basic subscribers in seven southwestern states. These systems were folded into Rogers Cablesystems of America, a wholly owned subsidiary, and increased RCA's subscriber base to over 320,000.

Rogers U.S. Cablesystems Inc.'s net revenue in fiscal 1983 was $36.5 million, an impressive 104 percent increase from 1982's $18.6 million, while operating income increased to $11.5 million from $6.9 million in 1982. Rogers Cablesystems of America Inc.'s results included those of RUAC, whose net revenue for the period increased 64 percent of $134.2 million, from $81.9 million in 1982, and whose operating income grew 44 percent to $58.9 million, from $35.1 million in 1982.

For the company as a whole, total revenue increased by 49 percent to $364 million, from $244 million the previous fiscal year, and Rogers sustained a $15.1 million loss, compared with a $7.2 million loss in fiscal 1982. The net loss was the result of an increase in the amount of funds borrowed to finance cable construction, as well as interest expenses associated with RUAC.

ROLLINS INC.
2170 Piedmont Rd. N.E.
Atlanta, Ga. 30324
(404) 873-2355
O. Wayne Rollins, chairman
R. Randall Rollins, president

Cable interests:
- Rollins Cable Vue Inc. Owns 80 percent of Dracut, Mass., system; 88 percent of North Branford, Conn., system; 100 percent of Lincoln, R.I., and Wilmington, Del., systems. Total subs: 167,000 (1/84), placing company among top 20 MSOs.
- Television Group programs a cable channel serving Rollins' Wilmington, Del., system.

Communication interests:
- Three VHF television stations.
- One FM and five AM radio stations.
- Outdoor advertising facilities in the Northeast and Southwest.
- Rollins Protective Services Co. Offers wireless, radio frequency home security systems.

Rollins Cable Vue is a part of Rollins' Media Group, which comprises cable operations, outdoor advertising facilities in the Northeast and Southwest, three VHF television stations, and one FM and five AM radio stations. Rollins operates systems in Delaware, Connecticut, Massachusetts and Rhode Island. During the past fiscal year, which ended June 30, 1983, Rollins expanded its cable services to additional communities in Massachusetts and Rhode Island, and applied for franchises in two areas of the Philadelphia market. The media division increased its revenue in fiscal 1983 by 18 percent to $81.9 million, from $69.2 million the previous year, and increased its net operating income by 4 percent over the same period to $20.9 million, from $18.3 million. Nevertheless, cable television earnings, as a portion of these results, declined. This was due, Rollins said, to high start-up costs and other expenses of constructing its new cable franchises.

Rollins Inc., the parent company, suffered a 16 percent drop in net revenue in fiscal 1983 to $44.2 million, from $526.5 million the previous year, and a precipitous 89 percent plunge in net income to $5.3 million, from $46 million in 1982. The company attributed these setbacks to the recession and a decline in the world market for oil and gas exploration equipment, which is its second-largest business segment behind termite and pest control.

SAMMONS ENTERPRISES
P.O. Box 225235
Dallas, Texas 75265
(214) 670-9790
Charles Sammons, chairman
Kenneth Mutzel, president

Cable interests:
- Sammons Communications — 580,000 subs, ranked 12th among the top 100 MSOs (1/84).

Sammons Enterprises, parent company of Sammons Communications, is a privately held firm, and its financial data were not available at press time. Sammons Communications, its cable subsidiary, is franchised in 160 cities and operates 46 cable TV systems in 20 states. The division's cable revenue grew 30.4 percent in 1983 to $106 million, from $81.3 million in 1982. Operating income increased 4.7 percent to $13.4 million, from $12.8 million the previous year. Sammons Communications' identifiable assets reached $238.2 million, up 16.7 percent from $204.2 million in 1983.

A pioneer in cable, SCI has more than 580,000 basic subs and 428,000 pay customers, its 60.5 percent basic penetration rate being among the highest in the industry. Virtually all of SCI's systems now have operating earth stations. Earlier this year, SCI announced, in a letter of intent, it would acquire a group of small cable systems, with approximately 15,000 subs, from Storer Broadcasting.

The cable division is one of four operating units of Sammons Enterprises. The others include a distributing outlet for imported dinnerware, as well as for oil supplies and products, hotel and resort operations, and an insurance business. The cable business, while an important profit center for the company, is not Sammons' biggest division.

SCIENTIFIC-ATLANTA INC.
One Technology Pkwy.
Box 105600
Atlanta, Ga.
(404) 441-4000
Sidney Topol, chairman
John Levergood, president

Cable interests:

- Manufactures technical products for two principal markets: communications and instrumentation. Equipment includes: antennas, co-axial cable, digital modems for data networks, earth stations, home security systems and telecommunications instrumentation.

Communications products represented more than three-fifth's of Scientific-Atlanta's total sales for fiscal 1983, which were $326.6 million, off 3 percent from $337.2 million in fiscal 1982. (The company's fiscal year ends June 30.) Net earnings for the period were $370,000 equal to 2 cents per share, way down from $14.2 million, or 63 cents per share, in the prior fiscal year. Scientific-Atlanta attributed this slowdown to recessionary trends in the United States and a concomitant depression of the market for high-tech communications products. Results for the first half of the 1984 fiscal year, however, were more promising. For the six months ending Dec. 31, 1983, sales were $192.0 million, 29 percent better than the comparable period in 1982. Net earnings for the first half of the 1984 fiscal year were up 204.3 percent to $6 million, from a loss of $5.8 million in the first half of the same period in 1982.

Scientific-Atlanta's introduction in the past fiscal year of the Model 8500 addressable set-top converter was termed "an unqualified success." And during the year, the company acquired Digital Video Systems, a Canadian-based company which manufactures digital video encryption and descrambling equipment. According to S-A, this positions the company for the advent of DBS broadcast service in the United States. In other major developments during the second quarter of fiscal year 1983, S-A concluded a $40 million deal with American Television and Communications Corp. to purchase Model 8500 addressable converters, and another, with CBS, to install earth stations, marking the TV network's conversion to satellite distribution of programming. New products designed for the private cable market include the Model 9530 video receiver, the Model 6130 signal processor and an off-premise addressable tap system. Also, during the second quarter of the new fiscal year, S-A completed the sale of its Southern Tool Division in Anniston, Ala. And early in the third quarter, S-A announced it had reached an agreement in principle to sell its Burlington Instrumentation Division in Massachusetts to Teradyne Inc.

Scientific-Atlanta is a leading manufacturer of headend equipment and antennas, as well as products for the digital audio, home security and military and aerospace markets.

SCRIPPS-HOWARD BROADCASTING CO.
1100 Central Trust Tower
Cincinnati, Ohio
(216) 431-5555
Jack Howard, chairman
Donald Perris, president

Cable interests:

- Scripps-Howard Cable Services Co. Owns and operates systems in Lake County and Volusia County, Fla.; Tulare County, Calif.; Ann Arbor, Mich.; Lower Fairfield County, Conn.; Longmont, Lafayette, Fort Lupton, Louisville, Loveland and Parachute, Colo.; Sacramento, Calif., (construction beginning in 1984); and Bridgeport, Conn., (service beginning in 1984). Joint ventures include: TeleScripps Cable Co. (partnership with TeleCommunications Inc.); Mile Hi Cablevision of Denver (partnership with ATC, Daniels & Associates and local Denver investors); Cablevision of Connecticut (partnership with Charles Dolan's Cablevision Systems); and various Scripps-Howard Broadcasting cable interests in Florida, Colorado, Michigan and California. Total subs: 72,000 (12/83)

Communication interests:

- Seven television stations.
- Seven radio stations: four FM and three AM.
- Minority interest in cellular radio telephone venture with McCaw Communications of Bellevue, Wash.
- Agreement with Knight-Ridder Inc. to introduce Viewtron videotex in three cities: Denver, Pittsburgh and Memphis.
- 15 daily newspapers.
- Weekly newspapers in Florida and Kentucky.
- Special interest publications.
- United Media Enterprises, the world's largest syndicate and feature service.

Scripps-Howard is the trade name of The E.W. Scripps Co. and its subsidiaries. Operations include the Scripps-Howard newspapers; Scripps-Howard Broadcasting Co.; United Media Enterprises, parent of feature services United Feature Syndicate and Newspaper Enterprise Association; community weekly newspapers; and companies that supply TV listings (Tele-Log, TV Watch Inc. and TV Data Inc.), among others.

Scripps-Howard Cable Service Co. operates under the aegis of Scripps-Howard Broadcasting, which is publicly held. (The E.W. Scripps Co. is privately held.) During 1983, the cable subsidiary purchased four cable TV systems in Colorado from Storer Communications: Loveland (12,000 homes passed), Louisville (2,926 homes passed), Ft. Lupton (1,203 homes passed) and Parachute/Battlement Mesa (600 homes passed). It also was awarded a cable franchise in Sacramento, Calif., which will serve more than 360,000 households. Earlier this year, Cablevision Systems of Southern Connecticut, a partnership between Charles Dolan and Scripps-Howard Cable, formally acquired Southern Connecticut Cablevision of Bridgeport for approximately $50 million. The system serves 50,000 subs and is the largest in the state. Scripps-Howard Broadcasting projects owned and operated systems, as well as systems in which the company holds an interest, will reach a level of 400,000 subs within the next four years. Wholly and partly owned systems had 72,000 subs by the end of 1983, and are expected to have 120,000 subs by the end of 1984.

With the acquisition of KNXV-TV, Phoenix, Ariz. the company now has a full complement of seven television stations to go with its seven radio stations and 15 daily and 27 weekly newspapers.

Scripps also is involved in cable in another fashion, supplying cable operators with local news programs. For example, *The Rocky Mountain News*, a Scripps-Howard newspaper, is pursuing a joint venture with Mile Hi Cablevision to offer local news via cable. The E.W. Scripps Co. bought a limited partnership interest in Mile Hi from Daniels & Associates in April 1983.

Investments in cable partnerships totaled $15.7 million last year, up from $14.7 million. The cable division produced a revenue of $6.2 million, up from $2.5 million in 1982, and yielded a pre-tax loss of $1.85 million, down 7.1 percent from the $1.9 million loss posted in 1982. Scripps-Howard Broadcasting achieved record operating revenues of $100.6 million, up 5.2 percent over 1982. But operating profits declined to $17.6 million, from $19.5 million the previous year.

STORER COMMUNICATIONS INC.
1200 Biscayne Blvd.
Miami, Fla. 33181
(305) 899-1000

Peter Storer, chairman
Terry Lee, president

Cable interests:

- Storer Cable Communications. Total subs: 1.4 million in 18 states. As of April 1984, Storer ranked fifth among the top 100 MSOs.
- New England Sports Network. Through WSBK-TV, a Storer TV station in Boston, Storer Communications has entered into a long-term agreement with the Boston Red Sox baseball club and Boston Bruins hockey club to form a satellite-fed cable sports program network. NESN may also enter teleconferencing business via lease of a 24-hour-a-day transponder from RCA.

Communication interests:

- Owns seven television stations: five VHF and two UHF.
- Storer Television Sales. Sells national spot advertising on Storer TV stations.
- Magnicom Systems. A joint venture of Control Data Corp. and ADR/Cadre Inc. to provide software and computer-based services to the broadcasting and cable television industries. ADR/Cadre is, itself, jointly owned by Storer and Applied Data Research Inc.

Following a disappointing year in which Storer turned in a net loss of $39.7 million on $458.9 million in revenue, the company registered its fifth consecutive quarterly loss in the first quarter of 1984: $14.5 million on $37.9 million in revenue. Storer attributed the first quarter loss to continued increases in interest expense and depreciation charges, as well as the non-recurring expense incurred through the conversion of former Spotlight subs to Showtime/The Movie Channel. Storer, along with several other cable companies jointly own Spotlight, a pay TV movie channel sold to Showtime/The Movie Channel last year.

Storer Communications operates in two businesses: broadcasting and cable television. The company's consolidated revenue for 1983 increased 21 percent to $458.9 million, while net income plunged 531.3 percent to a net loss of $39.7 million, from a net profit of $9.2 million in 1982. Storer's woes in 1983 stemmed, in part, from its rapid growth in cable television, which has accounted for roughly $500 million in capital expenditures over the past two years.

Storer Cable Communications, currently ranked the fifth-largest MSO in the nation, with more than 1.4 million subs in 18 states, added 10 percent more plant and 18 percent more subs last year. In recent months the company has implemented a new strategy to improve its financial performance, concentrating on marketing services to fran-

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chise areas, rather than actively seeking new franchises or new acquisitions. As part of the program, Storer Cable won rate increases in franchise areas serving approximately 300,000 subs. This year, Storer hopes to effect increases in areas covering another 700,000 subs. Also, in 1983, Storer completed the transfer of one of its franchises serving half of Minneapolis, and divested itself of other systems in Colorado and Florida. At year's end, no franchise applications were pending or planned, but Storer said it plans to continue its policy of clustering systems through trade or sale with other companies. Twenty-two "telemarketing" campaigns were launched in 12 states in 1983 to boost subscription levels.

In 1983, Storer Cable lifted its revenue by 30.7 percent to $291 million, and achieved a 4.4 percent rise in net income to $2.5 million.

Storer Communications owns seven television stations and operates a Television Sales division, in addition to its cable holdings.

TAFT BROADCASTING CO.
1718 Young St.
Cincinnati, Ohio 45210
(513) 721-1414
Charles Mechem, Jr., chairman
Dudley Taft, president

Cable interests:

- TCI-Taft Cablevision Associates. A 50-50 joint venture to acquire and operate cable systems (150,000 basic subscribers, as of December 1983).
- Taft-TCI Programs. A 50-50 joint venture to develop cable programming. Includes an investment in Black Entertainment Television.

Communication interests:

- Seven television stations.
- Five AM and six FM radio stations.
- Hanna-Barbera Productions.
- The Taft Entertainment Co.
- Worldvision Enterprises.
- Worldvision Home Video Inc.
- Four regional, family-oriented amusement parks and other mini-theme parks in development.
- Titus Productions and Ruby-Spears Enterprises.
- Philadelphia Phillies (47.5 percent interest.)
- Joint venture with Zenith Radio Corp. to provide teletext equipment for Taft's Cincinnati teletext service.

Now in its third year of operation, TCI-Taft Cablevision Associates has grown to include 14 systems in 49 communities serving 150,000 basic and 68,000 pay subs. The joint venture suffered a $2.2 million net loss over the first nine months of fiscal 1984, which ended Dec. 31, 1983. TCI-Taft has acquired systems in Connecticut, New Hampshire and Michigan. According to the company, the goal of achieving 200,000 subs can be made through system growth rather than accelerated acquisitions. Most of the systems offer 12 channels, including one pay service, but are easily upgradable to 20, according to Taft, without the need to rewire.

TCI-Taft also is in the business of developing cable programming. Its first major action was to acquire an equity interest in Black Entertainment Television, an ad-supported service provide programming for the black community. The joint venture also has several pilot programs in production, including a children's show set in Taft theme parks, and public affairs programming from Taft's Washington, D.C., television station, WDCA-TV.

Although Taft began as a newspaper publishing company in Cincinnati, it has long since gotten the newsprint out of its system. It has become a diversified entertainment and electronic communications conglomerate. Taft owns seven television stations; 11 radio stations (In November 1983, the company announced its intention to buy two Portland, Ore., radio stations, which, if approved, will bring its complement up to 13.); Taft Enter-

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Pat Thompson Co.

CABLE TELEVISION BROKERS
14292 EAST EVANS AVE. AURORA, CO. 80014
(303) 337-4707

tainment Co. (a production company); Worldvision Enterprises; Hanna-Barbera Productions (produces animated cartoon series); and several amusement and theme parks. Taft also owns a 47.5 percent interest in the Philadelphia Phillies baseball team, and last year secured the rights to broadcast Phillies' games for the next eight years.

In November 1981, Taft announced it was beginning a teletext experiment on WKRC-TV, a Taft-owned station in Cincinnati. After experimenting with the technology over the following two years, Taft announced, in January of last year, it had reached an agreement with the Zenith Radio Corp. to jointly produce teletext receiving equipment for its proposed over-the-air service, called Electra. (It has been on the air since July 1982.)

Last December, Taft also announced it was selling most of its domestic theme parks to a group of investors, including the management of its Attractions Group. Canada's Wonderland park was not included in the sale.

In fiscal 1983, Taft's net revenue climbed 6 percent to $380.9 million, from $358.2 million in 1982; net income slid 2 percent to $38 million, from $38.8 million the previous fiscal year.

THE NEW YORK TIMES CO.
229 W. 43rd St.
New York, N.Y. 10036
(212) 556-1234
Arthur Sulzberger, chairman
Walter Mattson, president

Cable interests:

- NYT Cable TV. A single, wholly owned system in southern New Jersey: 12,000 basic and 115,000 non-exclusive (multi-pay) premium service subs. (3/84)
- NYT Productions. Produces and syndicates cable and television programs based upon material from *The Times*, the company's magazines and other sources.

Communication interests:

- *The New York Times* and 20 daily and nine weekly newspapers in eight states.
- The New York Times Syndication Sales Corp. Operates The New York Times News Service, which distributes *Times* articles nationally and abroad; Special Features, which syndicates written material and photographs; and New York Times Pictures, which sells photographs from *The Times*.
- Four magazines: *Family Circle, Golf Digest, Golf World* and *Tennis*.
- Times Books.
- Three television stations.
- Two radio stations.
- Equity interests in three Canadian newsprint companies and a supercalendered paper mill in Maine.
- One-third interest in the *International Herald Tribune*, in equal partnership with The Washington Post Co. and Whitney Communications Corp.

The sober, gray pages of *The New York Times* are no longer The New York Times Co.'s main source of all the revenues fit to mint. Since 1979, the company has embarked on an ambitious plan of acquisitions and start-up operations — no fewer than 20 — and has sold or licensed 10 others, with the upshot being that each of its business segments is now profitable. Last year, the payoff was demonstrable, as consolidated revenue crested $1.1 billion for the first time, a gain of 17 percent from 1982's $933.7 million. Net income for 1983 also hit an all-time high of $78.7 million, a 45 percent increase over $54.3 million in 1982.

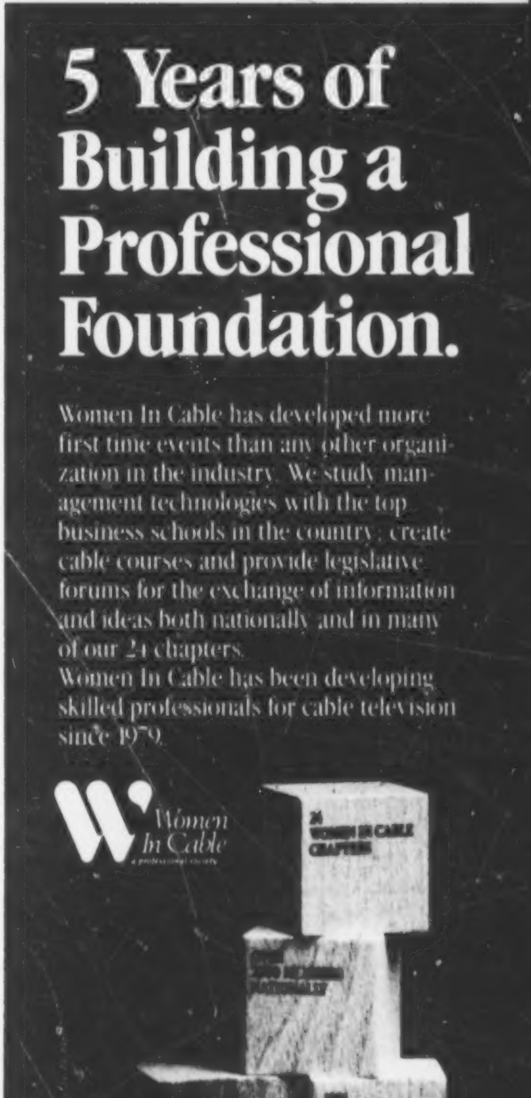
In January 1983, the company sold The New York Times Information Service, which operated several information-retrieval databases, to The Mead Corp., which also was granted a long-term exclusive license to distribute the Times Company's databases. This past January, the company sold a Florida weekly to reduce its present complement of newspapers to 29, in addition to the *Times*.

The company's Broadcast/Cable TV Group achieved a revenue of $53.4 million, 13.6 percent better than 1982's $47 million, and operating profits of $4.94 million, 80.9 percent above the previous year's total of $2.73 million. Over the course of calendar 1983, NYT Cable TV's subscriber base grew 12 percent, and the subsidiary moved to a newly constructed facility in Cherry Hill, N.J. The cable operation, purchased from Irving Kahn in March 1981, is ranked 11th among the top 100 systems, and recently completed tests of an interactive, pay-per-view channel to be installed at Fort Dix, N.J., and McGuire Air Force Base (total potential subs: 3,000).

THE PENN CENTRAL CORP.
245 Park Ave.
New York, N.Y. 10167
(212) 599-8100
Carl Linder, chairman
Alfred Martinelli, president

Cable interests:

- General Cable Co. Manufactures products and supplies for the cable industry.
- General Cable International. Manufactures wire and cable-related products for the telecommunications market through equity investments in Brazil, Colombia and Venezuela.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CHANNELMATIC, INC.

Communication interests:

- Sprague Electric Co. Manufactures electronic and electrical circuit components.

The Penn Central Corp., despite lingering associations with its past history as a railroad giant, no longer is in the freight or passenger carrier business. Instead, this New York-based company is a leading supplier of goods and services to the electronics defense, telecommunications and energy industries. In 1981, Penn Central entered the electronics and telecommunications business by acquiring G.K. Technologies for $704 million. Through its General Cable and General Cable International subsidiaries, G.K. Technologies is a manufacturer of wire and cable products for the telecommunications industry. Since its purchase, Penn Central has made substantial investments in cable operations, primarily for a new fiberoptics manufacturing facility and modernization of South American wire and and cable manufacturing facilities.

Company sales totaled $2.5 billion in 1983, a decrease of approximately $626 million from 1982, principally due to the sale of Edgington Oil Co., effective Jan. 1, 1983. Operating income declined in 1983 to $251.5 million from $339.0 million in 1982, largely as a result of an $81.7 million decrease in operating income from the energy and telecommunications segment. According to the company, the performance of the electronics and telecommunications businesses were adversely affected by "poor economic conditions," but began to recover toward the end of 1983.

During the last five years, General Cable's sales to Bell Operating companies have tripled. In 1983, the company invested $8.9 million in capital expenditures in its telecommunications business, compared with $11.2 million the previous year.

Corporate strategy has been to divest Penn Central of activities unrelated to the energy and technology fields. In keeping with that strategy, Penn Central reduced its real estate holdings, selling the Boca Raton Hotel and Club as well as the Arvida Corp. and Six Flags Amusement Parks (1982). On Jan. 31, 1984, the company signed a definitive agreement to acquire Solid State Scientific, a small semiconductor plant, for approximately $29 million.

Sales of wire and cable have increased yearly since 1981. Last year, they totaled $338.6 million, 13.3 percent of Penn Central's total sales; compared with $322.6 million or 10.2 percent of the total in 1982.

In addition to its wire and cable businesses, Penn Central makes advanced weapons systems for the U.S. Navy; owns 3,600 miles of oil pipeline, 42 pumping stations and 18 tank farms in 10 states; and manufactures mobile, offshore jackup oil and gas drilling rigs (through Marathon Manufacturing Co).

TELE-COMMUNICATIONS INC.
54 Denver Technological Center
5455 S. Valentia Way
Englewood, Colo. 80111
(303) 771-8200
Bob Magness, chairman
John Malone, president

Cable interests:

- TCI Cable division. Through over 370 owned and affiliated systems serves 2.8 million subs in 43 states. Top-ranked MSO in the United States.
- TCI-Taft Cablevision Associates. 50-50 joint venture to acquire systems.
- Taft-TCI Programs. 50-50 joint venture to develop programs. Includes investment in Black Entertainment Television, ad-support cable network.
- *Cabletime Magazine*. Cable program guide.
- Other joint ventures: Lenfest Communications (20 percent); Memphis CATV (44.5 percent); Illinois Community Cablevision (50 percent); Tennessee-Kentucky Cable TV Co. (50 percent); TKR Cable (50 percent, with Knight-Ridder subsidiary holding remaining 50 percent); TeleScripps Cable (joint venture with The E.W. Scripps Co.).

Communication interests:

- National Telefilm Associates (77 percent). Film distribution company.

Tele-Communications Inc., the top-ranked MSO in the United States, acquired last year new systems and bought the outstanding shares of companies in which it already had equity interests. The company spent approximately $218.9 million on these transactions, up from $100 million in 1982. TCI disposed of Western Tele-Communications Inc., its microwave division, by distributing WTCI stock to TCI stockholders in dividends. As a result, TCI will not operate a common carrier microwave business and will sell its 77 percent-owned subsidiary, National Telefilm Associates, a New York-based film distribution company. These moves were taken to liquidate properties which were failing to return enough capital on investment, and to concentrate development on the cable side of TCI's business.

That strategy reflects corporate optimism over the performance of TCI's systems over the past few years. At year's end, TCI-owned systems had approximately 1.9 million basic and 1.5 million pay subs; while systems in which TCI owned minority shares served approximately 910,000 basic and 796,000 pay subs. Aggregated, basic subs increased 29.4 percent, and pay subs 44.2 percent, above 1982 levels. As of April 1984, TCI had more than 2.8 million subs in 43 states.

For 1983, TCI's revenues increased 30 percent to $347.3 million, compared to $265.6 million in 1982. Net earnings from continuing operations (cable television) were $15.9 million; and earnings from discontinued operations were $4.6 million, for a grand total of $20.5 million, almost double what they were in 1982. This is a distinct improvement over 1982's performance when heavy capital investment dropped earnings 19 percent.

TCI has been pursuing addressability with great zeal. As of Feb. 19, 1984, 169,000 subs homes had been equipped with addressable converters. The company's plans are to progressively switch over all its systems to addressability, with the boxes being controlled out of Denver.

In 1983, TCI acquired the outstanding shares of Athena Communications

FNI Communications Company

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FNI Cable Associates

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The undersigned acted as financial advisor to
FNI Communications Company in this transaction.

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Corp., in which it had an 80.5 percent interest, and bought up the remaining shares of Liberty Communications, which operates cable systems in California and Washington. Through TeleScripps, a joint venture with The E.W. Scripps Co., it bought four cable systems serving 83,000 subs in Tennessee and Georgia. A third deal, concluded last November, transferred ownership of Tele-Media Corp.'s systems in Florida, Georgia, Kentucky, New York, Ohio, Pennsylvania, South Carolina and West Virginia to a TCI subsidiary, netting an additional 264,000 subs in the process. Among this year's activities, TCI reached agreement with Warner Amex Cable Communications to buy Warner Amex's Pittsburgh system, and bought Cablescope, a Buffalo, N.Y., cable system (61,000 subs) from Cowles Media.

TCI, along with Storer, Cox, Times Mirror and Cablevision Systems, had a minority interest in Spotlight, the pay TV movie service. Last year, when the service was dissolved, all the partners' assets were sold to Showtime/The Movie Channel.

TIME INC.
Time & Life Building
Rockefeller Center
New York, N.Y. 10020
(212) 586-1212
Ralph Davidson, chairman
J. Richard Munro, president

Cable interests:

- Home Box Office. 5,400 affiliated systems; 13.5 million subs.
- Cinemax. 2,100 systems, 2.7 million subs.
- American Television and Communications Corp. 2.4 million basic subs; 2nd largest MSO in the United States.
- USA Network (one-third interest). Joint venture with MCA and Gulf + Western's Paramount.
- Tri-Star Pictures. Joint venture among HBO subsidiary; Columbia Pictures and CBS Inc.
- Joint venture with Toshiba Corp. to develop multi-unit addressable decoding devices for pay TV.
- EvenTelevision. A pay-per-view joint venture with Tele-Communications Inc., Group W Cable and Caesar's World.
- Joint venture with Orion Pictures Corp. to develop TV programming.
- Exclusive pay TV rights to all the films of Silver Screen Partners; limited partnership.
- HBO Premiere Films. New programming arm, launched in 1983, to produce movies expressly for HBO.
- Joint venture with Goldcrest Films

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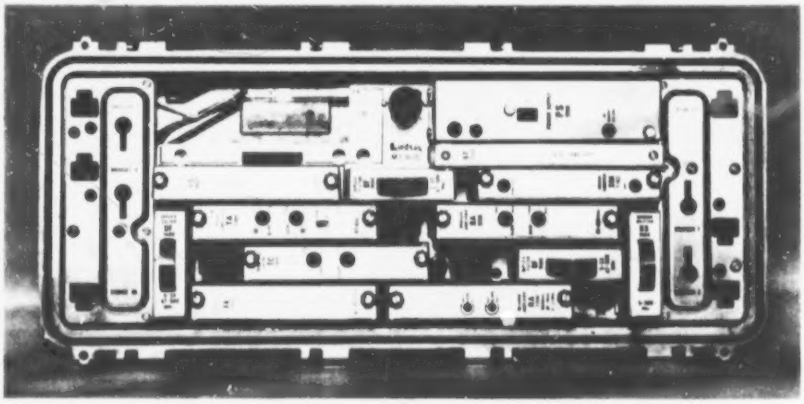

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& Television, Columbia Pictures (Coca-Cola) and Twentieth Century-Fox to create a new pay TV service for British cable TV.

- HBO Satellite Communications Center. Originates and transmits HBO and Cinemax signals via satellite.
- Joint venture with M/A-COM Linkabit to develop security system to prevent signal piracy.

Communication interests:

- Time-Life Video. Produces and distributes training materials, in the form of videocassettes and films to businesses, educational institutions, libraries and the federal government.
- Magazine publishing. *Time, Sports Illustrated, People, Fortune, Money, Life* and *Discover*. (Discontinued *TV-Cable Week*.)
- Book publishing. Time-Life Books, Book-of-the-Month Club and Little, Brown and Co.
- Three multipoint distribution service systems, owned by ATC.
- Pioneer Press. Publishes 29 weekly newspapers serving 27 suburban communities to the north and west of Chicago.
- Selling Areas-Marketing Inc. (SAMI) A wholly owned subsidiary providing reports on the movement of supermarket products from warehouses.

Time Inc.'s video operations — which include two pay TV movie services, Home Box Office and Cinemax; American Television and Communications, the nation's second largest cable MSO; and several joint ventures for program production — achieved record revenues and profits in 1983. Revenues from the video segment climbed 27 percent to $1.1 billion and its pre-tax income from continuing operations rose 24 percent to $215 million. In 1982 cable-related revenues were $856 million and pre-tax income from continuing operations was $174 million. Total cable-related assets grew by 15 percent to $1.2 billion in 1983 from $1.1 billion in 1982.

Time Inc. did some serious reevaluation of its major lines of business in 1983, expanding in some areas, while contracting in others. The key action, for the company, was the spin-off of Temple-Inland, its forest products operation. Time Inc. also discontinued its subscription television service, which sustained operating losses of $14.2 million last year following losses of $19.8 million and $7.5 million in 1982 and 1981, respectively. During 1983, the company also ceased publication of *TV-Cable Week*, a national cable listings guide, which incurred a $47 million pre-tax loss after only six months of operation. A final victim to

Time Inc.'s reconsideration of its role in the new video technologies was Time Video Information Services, which had been developing an experimental teletext service for cable TV. In November 1983, the company closed down the project after test marketing indicated insufficient consumer demand for the service.

Other Time Inc. video operations expanded at a brisk pace. Both ATC and HBO began exploring international markets, and, on the domestic scene, added to the number of joint ventures in which they participated.

At year's end, HBO was being carried by over 5,400 affiliated cable systems and had more than 13.5 million pay subs. Cinemax, the nation's fourth largest pay TV movie network, was being received by more than 2.7 million subs on over 2,100 affiliates. Time Inc. also owns a one-third interest, along with MCA and Gulf + Western's Paramount Pictures, in USA Network, an ad-supported basic cable service. In addition, HBO has entered in agreement with Columbia Pictures and Orion Pictures Corp. guaranteeing it the rights to carry all their films produced prior to mid-1986 and 1987, respectively. Earlier this year, HBO concluded a deal with Twentieth Century-Fox Film Co. and Universal Pictures for the non-exclusive rights to carry their movies. A subsidiary of HBO and Silver Screen Partners entered into a licensing agreement in 1983 giving HBO the rights to all Silver Screen films produced over the next five years. In addition, Tri-Star, a joint venture created in 1982 with Columbia Pictures and CBS Inc., made a separate agreement last year to license to HBO all pay TV films produced or acquired by Tri-Star over the next few years. Plumbing the European market, HBO, through a subsidiary, became a minority partner in a joint venture to prove pay TV programming in the United Kingdom. Partners in that arrangement are Thorn-EMI Screen Entertainment, a United Kingdom company; and subs of Columbia, Fox, Warner Bros., Showtime/The Movie Channel and Goldcrest Films and Television Limited, another United Kingdom company.

ATC, whose systems serve 464 franchise areas in 31 states, raised the number of its basic subs to 2.4 million and its premium subs to 2.2 million, from 2.1 million and 1.9 million, respectively, in 1982. Last year, ATC received the franchise for the western portion of the borough of Queens in New York City, comprising 250,000 households. ATC already serves lower Manhattan. Continuing its practice of

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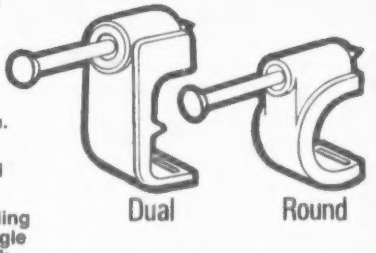

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swapping or selling isolated systems to cluster service areas, ATC increased its holdings in the areas surrounding Rochester, N.Y., and Honolulu. During 1983, ATC minority-interest ventures won cable franchises in Aberdeen, Scotland and the Westminster section of London, and ATC entered into a joint venture with Toshia Corp. in Japan to develop addressable converters. ATC also operates three multipoint distribution services, which provide pay TV programming to subs by means of over-the-air microwave signals. These operations, which distribute HBO, had approximately 32,000 subs at year's end.

Time Inc.'s additional communication interests include its magazine group, which publishes *Time, Life, Sports Illustrated, People, Fortune, Money*, and *Discover*; Time-Life Video, which produces educational and training films and videocassettes; Time-Life Books, Book-of-the-Month Club and Little, Brown and Co.; and Pioneer Press. Through Selling Areas-Marketing Inc., Time provides reports on product movement on supermarket shelves.

In 1983, Time Inc. reported income from continuing operations rose 17 percent to $143.7 million on revenues of $2.7 billion. This compares with $122.9 million on revenues of $2.4 billion in 1982.

THE TIMES MIRROR CO.
Times Mirror Square
Los Angeles, Calif. 90053
(213) 972-3700
Otis Chandler, chairman
Robert Erburu, president

Cable interests:

- Times Mirror Cable Television. The nation's 7th largest MSO, operates 61 systems serving 300 communities in 16 states. Subs: 938,200. (2/84)
- Videotex America. A joint venture between Informart of Toronto, and Times Mirror Videotex Services to develop consumer videotex systems. Plans to launch Gateway videotex service in Orange County, Calif., in summer of 1984. Also plans to introduce Grassroots California, a videotex service for the state's agribusinesses.
- American Cable Television. In 1983, Times Mirror acquired the remaining 50 percent interest in ACT, based in Phoenix, Ariz., in which it had a half ownership since 1980.
- Times Mirror Security Communications. Tests two-way cable security systems.

Communication interests:

- Five metropolitan newspapers, including the *Los Angeles Times, News-*

day and *The Denver Post,* and two community newspapers.

- Seven television stations: five VHF and two UHF.
- Book publishing: art, law, medical, dental nursing and college text books.
- Consumer magazines.
- Publishes aeronautical charts, flight information and instructional materials for the automotive and pilot training fields.
- Operates newsprint mills in Newberg and Oregon City, Ore.

Originally a strictly print media company, The Times Mirror Co. now operates in six industries: newspaper publishing, newsprint and forestry products, book publishing, information services, broadcast television and cable television. It owns seven network-affiliated television stations and, through Times Mirror Cable Television, operates more than 60 cable TV systems in 16 states, serving in excess of 938,000 subs, making TMC the seventh-largest MSO in the country. Times Mirror provides a wide variety of cable services, including basic and pay programming, home security and microwave systems. Through Videotex America, a joint venture with Infomart of Canada, Times Mirror Videotex Services has been testing the viability of consumer videotex businesses.

In 1983, the cable group's revenues totaled $154 million, an increase of 23 percent over 1982's totals; but operating profit declined 23.5 percent to $15.3 million from $20 million in 1982. As the company explained, the revenue increase was the result of subscriber gains in several metropolitan markets, but this was not sufficient to offset higher marketing costs and depreciation expenses on recently completed systems which adversely affected operating profits. The company also experienced significant losses in partially owned, unconsolidated cable systems.

During the year, Times Mirror sold the assets of Spotlight, a 24-hour pay-TV movie service which Times Mirror owned along with Cox, Storer, TCI and Cablevision, to Showtime/The Movie Channel, owned by Warner Communications, Warner Amex and Viacom. It had 784,000 subs. In September, TMC acquired an additional 50 percent interest in American Cable Television of Phoenix, Ariz., in which TMC had a half interest since 1980. Based on the results of the 1982 videotex field trials in Orange County, Calif., Times Videotex Services announced it was proceeding with plans to offer a consumer service, called Gateway, in mid-1984. Gateway will use AT&T Sceptre terminals for subscriber reception. Videotex also announced last year it was joining with McClatchey Newspapers and *The Bakersfield Californian* to establish a videotex service for agribusinesses in the region.

In May 1983, *Newsday* (Long Island, N.Y.), owned by Times Mirror, introduced the "Newsday Channel," a 24-hour, seven-day-a-week news and information service, serving 160,000 cable subscribers.

In 1983, net pre-tax income for the parent company rose a whopping 43 percent to a record $199.6 million from $139.8 million in 1982, while operating revenues increased 12.6 percent to $2.5 billion from $2.2 billion in 1982.

TRIBUNE CO.
435 N. Michigan Ave.
Chicago, Ill. 60611
(312) 222-3232
Stanton Cook, president
John Madigan, executive vice president

Cable interests:

- Tribune Cable Communications Inc. 151,300 subs, ranked 36th among top 100 MSOs. (2/84) Sole owner of 14 cable systems, a majority owner of two, and a minority owner in two.
- Joint venture with United Cable Television Corp. for Montgomery County, Md., in which Tribune Cable has a 79 percent interest.
- News Sketch. Electronic information service delivered to 85,000 households in Orlando, Fla.
- Tribune Media Services. Television program listing service for newspapers and cable systems.

Communication interests:

- Five television stations, including "superstations" WGN in Chicago and WPIX in New York.
- Five radio stations.
- Tribune Entertainment Co. — acquires, produces and syndicates first-run television programming.
- Participation in Operation Prime-Time, an ad hoc television network of independent stations.
- Independent Network News (INN) — national consortium of independent stations to produce evening television newscast.
- Chicago Cubs Baseball Team — Cubs broadcasts represented 7 percent of WGN's total TV programming in 1983.
- Newspaper publishing.

Last year marked a first for the Chicago-based Tribune Co. After 136 years, the company, which now has assets of $1.6 billion in the newspaper publishing, broadcasting, cable TV and newsprint/forest products industries, made its first public stock offering. The offering, valued at $206 million, was the largest initial public offering by an industrial company in 25 years.

Tribune Cable, in its two years of existence, has grown to include 10 established systems, five under construction and three in which the subsidiary holds minority interests. In 1982-83, Tribune Cable won franchise in Tampa, Fla. (114,000 homes); Lakewood, Calif. (26,400 homes); Owatonna, Minn. (7,300 homes); and Milwaukie, Ore. (7,300 homes). Tribune Cable also owns 79 percent of the Montgomery County, Md. franchise, a plum containing 228,000 homes in the affluent suburbs of Washington, D.C., in partnership with United Cable. The company already operates two other systems in the area, one in Alexandria, Va. (54,500 homes) and the other in Gaithersburg, Md. (11,600 homes).

All told, Tribune Cable counted 151,300 basic and 138,200 pay subscribers, as of February 1984. The company achieved operating revenues of $31.3 million in 1983, 32 percent better than the $23.7 million earned in 1982; and, due to franchising and construction costs, its operating losses increased as well, going from $3.1 million in 1982 to $4.8 million in 1983. Nevertheless, the revenues from cable TV operations represented 2 percent of the Tribune Co.'s consolidated operating revenues, which rose 11 percent last year to $1.6 billion; while net income nearly tripled to $69 million from $24 million in 1982. The publishing and broadcasting segments took in record operating profits last year and, when combined, were nearly double their 1982 total.

TURNER BROADCASTING SYSTEM INC.
1050 Techwood Dr., N.W.
Atlanta, Ga. 30318
(404) 827-1717
R.E. Turner, chairman and president

Cable interests:

- Cable News Network. 25.1 million subs. (4/84)
- Cable Headline News. 10.6 million subs. (4/84)
- WTBS (TV). "Superstation" carried by Satellite to cable systems with 29.3 million subs. (4/84)
- CNN Radio.

Communication interests:

- WTBS(TV) Atlanta.
- Owns Atlanta Braves.
- Owns Atlanta Hawks (96 percent).
- National League of Professional Clubs, member.
- Turner Advertising Co. (78 percent).

Turner Broadcasting System Inc.,

which owns "Superstation" WTBS(TV), Cable News Network, Cable Headlines News and CNN Radio, had good news to report last year. For the first time since the creation of Cable News Network in 1979, the company achieved profitability on a consolidated basis. Revenues for 1983 were $224.5 million for all operations, 34.3 percent better than 1982's $165.6 million; while TBS came back from a $3.4 million net loss in 1982 to register $7 million in net income.

Although the company experienced a disappointing fourth quarter, and was projecting a consolidated loss of the first quarter of 1984, TBS predicted CNN and CNN Headline News service would turn in profitable performance in the second half of this year.

Superstation WTBS is available in 29.3 million cable homes representing 6,345 systems in all 50 states — second only in totals to ESPN. Cable News Network is available in 25.1 million homes, and Cable Headline News, launched in 1982, circulates in 10.6 million cable homes. WTBS is now available in over 35 percent of all TV households in the United States, with CNN's penetration put at 31 percent. In the universe of cable households, WTBS can be seen in 81 percent of the total, CNN in 71 percent.

National advertisers have been coming aboard WTBS in greater numbers as well. Last year, at this time, *CableVision* reported 273 major companies buying time on the superstation. The total, as of April 1984, is 394, a 45 percent increase.

Last October, TBS won the final battle with rival news service, Satellite News Channel, operated jointly by ABC Video Enterprises Inc. and Westinghouse Broadcasting. TBS and the joint partners reached an agreement by which TBS acquired all the assets of the financially ailing ad-supported cable channel for a total of $25 million, to be divvied up equally between the SNC partners. The termination of SNC left CNN and CNN Headline News unopposed in the business of 24-hour cable news programming.

Earlier, this year, reports circulated about a potential Ted Turner-Comsat Corp. deal to provide DBS service when Satellite TelevisionCorp., Comsat's STC subsidiary, gets airborne sometime in 1986. This apparently quiets other rumors that Turner was about to sign a similar deal with HBO.

In other recent developments: Cable News Network and WTBS were each awarded a prestigious George Foster Peabody Award for their news and entertainment programming, respectively.

UNITED CABLE TELEVISION CORP.
4700 S. Syracuse Pkwy.
Suite 1100
Denver, Colorado 80237
(303) 779-5999
Gene Schneider, chairman
Fred Vierra, president

Cable interests:

- United Cable Television. Owns and operates 35 cable systems passing approximately 1.1 million homes and serving 670,400 basic and over 500,000 pay subs. (4/84)
- Formation of limited partnerships to develop cable systems in Scottsdale, Ariz. and Hacienda Heights, South Whittier and La Puente, Calif., among others.

Communication interests:

- Home Entertainment Network. (80 percent interest) STV service in Cincinnati and Minneapoolis/St. Paul markets.
- Radio Common Carriers. Company has filed 50 applications for radio paging licenses.
- Specialized Mobile Radio Service. SMR applications filed in 25 markets.
- Home security. Pilot projects in three franchise areas. (Also has taken a small equity interest in Network Communications Corp., Wyoming, which has developed an equipment package designed to operate a cable security business.)
- Data Communications. Filed for a number of major market digital termination (DEMS) licenses, which will enable United to provide high-speed, wide-band intracity data communications networks for businesses and institutions.
- Multichannel MDS. Applications pending before the FCC.

United Cable Television is the nation's 11th largest MSO, owning or managing in limited partnership 35 cable TV systems in 17 states, and serving more than 670,000 subs. Between the end of fiscal 1982 and the end of fiscal 1983 (May 31, 1983), the company's revenues increased 26 percent to $115.3 million and operating income rose 22 percent to $43.4 million. United's wires now pass more than 1 million homes. Operating income from developmental systems increased 330 percent in fiscal 1983, while operating income from mature systems rose 9 percent. Over the last two years. United has invested approximately $92 million in new system development and $43 million in rebuilding old plant. Currently, United Cable offers 35-channel capacity to 83 percent of its subs. Its Tulsa system also has been making great strides in attracting advertising — taking in $765,000 in ad revenues in fiscal 1983, and for the current year, the company projects Tulsa will gross at least $1 million.

Many of the company's newest cable homes are being added through limited partnerships, which leave United Cable free to concentrate financial resources on other opportunities in the marketplace. Part of United's new strategy has been to phase out its STV operation, Home Entertainment Network, which lost $19.3 million after taxes in fiscal 1983. Earlier this year, United entered into a subscriber transfer agreement with Oak Industries. Under the agreement, Oak purchased the subs to Home Entertainment Network's Chicago STV service. United is looking for buyers for its remaining HEN services in Cincinnati and Minneapolis/St. Paul.

Through the third quarter of fiscal 1984, United posted net earnings of $6.6 million compared with a loss of $709,000 for the comparable period in fiscal 1983. For the first nine months of fiscal 1984, revenues were up 23 percent to $102.9 million.

During the same nine-month period, United signed an agreement to acquire two cable systems with over 30,000 subs and 75,000 homes passed in Colorado and Nebraska from Tele-Communications Inc., and the company formed a limited partnership to develop a CATV system for the 65,000-home franchise in Hacienda Heights, South Whittier and La Puente, Calif. New franchise awards include Los Altos, Calif. (9,100 homes) and La Puente, Calif. (7,200 homes). United was the sole bidder for the Baltimore, Md. franchise of 302,000 homes.

In addition to cable TV, United is increasing its communications interests to encompass radio paging, cellular radio, multichannel MDS and high-speed data communications networks. Quite apart from these business activities, the company acquired the Tulsa Roughnecks soccer team for what it termed "a minimal investment."

VIACOM INTERNATIONAL INC.
11211 Ave. of the Americas
New York, N.Y. 10036
(212) 575-5175
Ralph Baruch, chairman
Terrence Elkes, president

Cable interests:

- Viacom Cable Television Division. 740,300 subs (4/84). Ranked 10th among top 100 MSO's.
- Joint venture with Gill Industries to operate Bay Area Interconnect.
- Joint venture with Group W Cable to form Northwest Cable Interconnect,

serving 245,000 subs in Seattle/Tacoma, Wash.

- Viacom Programming Development and Production. Develops, produces and acquires entertainment and informational programming for all media.
- Viacom Enterprises. World's leading independent distributor of television programming.
- Showtime/The Movie Channel. Joint venture of Viacom, Warner Communications Inc. and Warner Amex Cable Communications. Combined two satellite pay cable services under a single management. Viacom owns 50 percent interest. Total subs: 7.9 million (4/84). Acquired assets of Spotlight in February 1984.
- Lifetime. Joint venture with Hearst/ABC Video Services resulting from merger of Cable Health Network, developed by Viacom, and Daytime, owned by Hearst/ABC Video Services. Viacom owns equity interest in CHN and a one-third partnership interest in Lifetime, an ad-supported health and lifestyle channel reaching 17.4 million cable homes. (4/84)
- Viacom World Wide. Formed in 1982 to explore international marketing possibilities.
- Partnership agreement with Capital City Cable to act as managing company in connection with the former's franchise application for the District of Columbia.
- Exclusive rights to Paramount Pictures Corp.'s theatrical motion pictures releases for the next five years, concluded by S/TMC.
- Joint venture with Continental Cablevision to operate Dayton, Ohio interconnect.
- Joint venture to produce Japanese tele-text with Tokyo Broadcasting System, Mainichi Newspapers and Sports Nippon.

Communication interests:

- Four television stations: Three VHF and one UHF.
- Six radio stations: Five FM and one AM.
- Agreement to purchase WEAM, an AM licensed to Arlington, Va.
- MGS Services. Distributor of television commercials, films and videocassettes.

For the 13th straight year, Viacom International posted a record financial performance. Total revenues increased 12 percent to $315.5 million, while net earnings rose 8 percent to $28.1 million, and total assets grew by 7 percent to $717.5 million.

Viacom is engaged in virtually every aspect of television through five operating divisions: Viacom Broadcasting Group, which owns and operates four television stations and six radio stations (seven, if the FCC approves the pending acquisition of a Virginia AM); Viacom Cable Television Systems, which is the nation's 10th-ranked MSO, serving more than 740,000 subs; Viacom Entertainment Group, which produces and distributes television programming; MGS Services, which distributes TV commercials, film and videocassettes; and Viacom World Wide, which markets video programming abroad.

Last year was momentous for Viacom on many fronts. In September, Showtime, owned by Viacom, and The Movie Channel, owned by Warner Communications and Warner Amex Cable Communications, were merged under joint management. Showtime currently has 5 million pay subs and The Movie Channel close to 3 million. Shortly thereafter, Showtime/The Movie Channel obtained an exclusive five-year contract for the national pay television rights to Paramount Pictures Corp's theatrical motion picture releases. In February 1984, Showtime/The Movie Channel was given a vote of confidence from the financial community when it was granted a $150 million revolving credit/term loan agreement. Then, that same month the new service added nearly 700,000 subs when it acquired the assets of Spotlight, the discontinued national pay TV service.

To save the ailing Cable Health Network, in which it had a minority interest, Viacom entered into another programming venture. In November, Viacom agreed to merge CHN with Daytime, owned by Hearst/ABC Video Enterprises, to form a new ad-supported service, called Lifetime. Lifetime, which debuted in February, is available in 17.4 million cable homes. Viacom owns a half-interest in the new network.

Viacom's Cable Television Division recorded record revenues and earnings last year, and with an eye toward the future pay-per-view market, made progress toward equipping its systems with state-of-the-art addressable technology. The division also participated in interconnects in San Francisco, Calif.; Dayton, Ohio; and Seattle/Tacoma, Wash. Total cable TV revenues jumped 34.2 percent to $151.5 million in 1983; earnings rose 14.7 percent to $22 million and identifiable assets grew by 22.4 percent to $269.7 million.

Viacom is also developing a Japanese tele-text system in a joint venture with Tokyo Broadcasting, Mainichi Newspapers and Sports Nippon. Through Viacom World Wide, the company is pursuing cable programming opportunities abroad.

WALT DISNEY PRODUCTIONS
500 S. Buena St.
Burbank, Calif. 91521
(213) 840-1000
Raymond Watson, chairman
Ronald Miller, president

Cable interests:

- The Disney Channel. Subs: 913,000 on 1,300 systems. (3/84)

Communication interests:

- Walt Disney Pictures.
- Home Video Division.
- Walt Disney Television.
- Walt Disney Telecommunications and Non-Theatrical Co.
- Wonderland Music Co.
- Walt Disney Educational Media Co.
- Character Merchandising and Publications.

Fifty years after Donald Duck made his silver screen debut in "The Wise Little Hen," Walt Disney Productions has grown into a diversified company engaged in three main business segments: Entertainment and Recreation, Motion Pictures and Consumer Products. Under its Motion Picture Division, WDP produces films for theatrical, television and home video distribution.

The Disney Channel, launched in April 1983 with an estimated 40,000 subs, is WDP's sole entry into the cable television programming field. Initially conceived as a 50-50 partnership between the company and Westinghouse's Group W Satellite Communications, The Disney Channel became wholly a Disney affair when the working arrangement with GWSC fell apart shortly after it debuted. Currently, The Disney Channel, a premium service, has 913,000 subs on 1,300 cable systems in 50 states. Recently, the channel expanded its hours of operation from 16 to 19.

During fiscal 1983, which ended Sept. 30, WDP achieved its 16th consecutive year of record revenues, reaching $1.3 billion, 27 percent better than 1982's figure of $1.03 billion. But net income declined 7 percent to $93.2 million from $100.1 million in 1982, attributed, in part, to an anticipated $28.3 million operating loss incurred by The Disney Channel. The channel's losses, which the company described as lower than anticipated, continued into the first two quarters of fiscal 1984, and were $9 million and $11 million, respectively. According to the company, the cable service will break even by mid-to-late fiscal 1985, or as soon as the subscriber totals reach 2 million. Programming on The Disney Channel consists of films from the Disney library as well as original productions, and occasionally features entertainment specials from Disneyland and Walt Disney World.

In moves to expand its profile in movies and television in general, WDP created Walt Disney Pictures as a separate company in June 1983, and formed a new television division, Walt Disney Television, which is actively pursuing made-for-TV movies, pilots and other series. Through its home video division, WDP licenses and sells its filmed product to the home video market. At least 53 Disney feature films are now distributed through that division.

The company is also engaged in the real estate; music, book and magazine publishing; record production, and merchandising businesses. In addition, it operates the Epcot Center at Walt Disney World in Orlando, Fla., several theme parks, and recently opened Tokyo Disneyland in Japan.

WARNER COMMUNICATIONS INC.
75 Rockefeller Plaza
New York, N.Y. 10019
(212) 484-8000
Steven Ross, Chairman

Cable interests:

- Warner Amex Cable Communications. Joint ownership (50-50) with American Express Co. 119 systems in 25 states; total subs: 1.4 million. Sixth-largest MSO in United States. (2/84)
- Warner Amex Satellite Entertainment Co. Distributes MTV: Music Television, an ad-supported rock music program service reaching 19.3 million cable households, and Nickelodeon, an ad-supported children's programming channel, reaching 18.4 million cable homes. (4/84)
- QUBE interactive systems operating in Cincinnati; Columbus, Ohio; Pittsburgh, Dallas, five Chicago suburbs and a portion of St. Louis.
- Warner Amex Security Systems. Offers subscribers a 24-hour home security service.
- Home Sports Entertainment. Regional pay sports service available on Dallas and Houston systems, discontinued in Pittsburgh.
- Showtime/The Movie Channel. Joint venture of Viacom International (50 percent interest), Warner Communications Inc. (31 percent) and Warner Amex (19 percent). Merged the two pay TV movie services under common management. In February 1984, S/TMC acquired the exclusive national pay TV rights to all theatrical motion pictures released over the next five years by Paramount Pictures Corp.

Communication interests:

- Consumer electronics. Atari video games.
- Filmed Entertainment. Through Warner Bros., Warner Bros. Theatrical, Warner Bros. Television, Warner Home Video and Licensing Corp. of America produces and distributes films for television, pay television and home video markets; owns Panavision, a leading manufacturer of motion picture cameras.
- Recorded Music and Music Publishing. Owns Warner Bros. Music, Atlantic Records and Elektra/Asylum/Nonesuch Records, among other companies.
- Warner Publishing. Publishes books, comic books and home computer software.
- Owns 48 percent interest in the Pittsburgh Pirates baseball club.
- Owns and operates, through a 95 percent-owned subsidiary, the Cosmos soccer team.
- Holds 42.5 percent interest in BHC Inc., the broadcast television subsidiary of Chris Craft Industries Inc.

Earlier this year, Warner Communications Inc. beat back a hostile takeover bid by Rupert Murdoch, the Australian publishing tycoon, but only after it had agreed to pay him over $170 million (including an estimated $40 million in profits) to reacquire the WCI shares Murdoch had gobbled up. This was a bitter postscript to a troubled year for Warner Communications, one in which the communications conglomerate lost $417.8 million on $3.4 billion in revenues, a ghastly drop of 262 percent and 16.3 percent, respectively, from the net profit of $257.8 million WCI made on $4.1 billion in revenues in 1982. Warner attributed the hemorrhage to a $539 million loss sustained by its Atari video games subsidiary as well as a $99 million after-tax loss on $438 million in revenues reported by its cable operations, owned jointly with American Express Co. In 1982, the co-venture reported losses of $47 million.

Warner's cable operations have been co-owned with American Express since 1979, when the latter bought a 50 percent share of Warner Cable for $175 million. In 1980, the cable and programming functions of the company were split off into two separate entities: Warner Amex Cable Communications, which owned and operated the systems, and Warner Amex Satellite Entertainment Co., which concentrated on producing and distributing programming. Today, Warner Amex Cable Communications is the sixth-ranked MSO, operating 119 systems in 25 states and serving a total of 1.4 million subs; while WASEC produces MTV: Music Television (available over 2,400 systems with 19.3 million households) and Nickelodeon (available on over 3,200 systems with 18.4 million households). MTV, a 24-hour, ad-supported rock music channel, has enjoyed great success in attracting advertising, and, following the industry pattern, began charging per-subscriber fees to cable operators in 1983. Nickelodeon, a channel devoted to children's programming, began carrying advertising for the first time last year.

Prior to September 1983, WASEC owned and distributed The Movie Channel, a premium movie service available in approximately 2.3 million cable homes. In September, WCI, Warner Amex and Viacom International agreed to form a new corporation, Showtime/The Movie Channel, to own and operate Viacom's Showtime, another pay TV movie service, and WASEC's TMC. Viacom owns 50 percent of the company's stock, WCI 31 percent and Warner Amex 19 percent. A few months later, S/TMC acquired the exclusive national pay TV rights to carry motion pictures released theatrically by Paramount Pictures Corp. The exclusive contract is for five years. At about the same time, S/TMC secured a $150 million revolving credit loan from 10 major banks, and acquired the assets of Spotlight, a 24-hour pay TV service that terminated operations last year.

On other fronts, where the news has been less positive, Warner Amex has initiated several measures to stanch the flow of red ink. Under the leadership of Drew Lewis, chairman and CEO of Warner Amex, the joint venture has stopped feeding Home Sports Entertainment, a W-A regional sports pay cable service, to Pittsburgh subs, casting a shadow over the service's future in Dallas and Houston, its two remaining markets. Eight months after it was launched, the Qube Network, a nightly feed of interactive programming to six W-A Qube systems, was given a quick burial. Warner Amex announced in January of this year that it was "repositioning" Qube to focus on pay-per-view events, occasional specials and local programming rather than a costly nightly interconnection of systems. Early in 1984, Warner Amex submitted proposals to several major cities in which it holds franchises, Milwaukee, Cincinnati and Dallas among them, requesting rate increases or cutbacks in the level of services it was obligated to provide. In March, the company entered into an agreement to sell its Qube system in Pittsburgh to Tele-Communication Inc., pending approval of Pittsburgh authorities. The W-A system in Chicago also has been mentioned as a possible candidate for sale.

On the up side, Warner Amex's clustering policy resulted in the acquisition of a cable system passing approximately 47,000 homes in the suburbs of Houston, Texas, and a 78 percent interest in Gulf Coast Cable Television, which serves approximately 100,000 subs in southwestern Houston. All told, Warner Amex sold 20 systems in 1983 as part of its program to cluster cable operations. In July 1983, Warner Amex won franchises to wire parts of the boroughs of Queens and Brooklyn in New York City, taking in about 500,000 homes.

Despite operating revenues of $438 million in 1983, cable operations are only a small part of Warner Communications' business activities, which include video games, children's toys, book publishing, recorded music and music publishing, direct response marketing (through the Franklin Mint) and ownership of professional sport teams.

WESTINGHOUSE ELECTRIC CO.
Westinghouse Building
Gateway Center
Pittsburgh, Pa. 15222
(412) 244-2000
Douglas Danforth, Chairman

Cable interests:

- Group W Cable. 150 systems in 34 states, 2 million subs. Third-largest MSO. (4/84)
- Group W Satellite Communications. Sells and markets The Nashville Network, a division of Opryland USA Inc. (ad-supported network with country music twang, 1,636 affiliates with 12.6 million subscribers, as of April 1984); owns, operates and distributes Home Team Sports, a regional sports network launched in the Washington, D.C. area on April 4, 1984 with approximately 55,000 pay TV subs; and owns, operates and distributes the Sonics SuperChannel, a regional pay sports service in Seattle/Tacoma market, with approximately 25,000 subs.
- Home Theatre Network. pay TV movie network offered on more than 400 systems with 267,000 subs.
- EvenTelevision. Joint pay-per view venture with ATC, TCI and Caesar's World.
- Testing teletext service for cable in Buena Park, Calif.
- Joint venture with Viacom Cable to create Pacific Northwest Interconnect, which will sell advertising of five Seattle/Tacoma area cable systems.

Communication interests:

- Group W Television: Five VHF stations and one UHF (In March 1984, Group W announced it had signed a letter of intent to sell WPCQ-TV in Charlotte, its only UHF TV station).
- Radio Group: Six Am and five FM stations.
- Group W Productions. Serves the syndication, network and cable program market.
- Muzak. World's leading supplier of environmental music.
- Filmation Associates. Children's animation programming company.
- TVSC. Videotape duplication production facility.
- Newsfeed Network. Independent television news cooperative feeding 48 stations via satellite.

During 1983, Group W expanded and upgraded its cable operations, which were originally acquired in August 1981 when the company bought Teleprompter Corp. for $676 million. Along with Teleprompter came 1.64 million subs plus a 50 percent interest in the second largest satellite-fed movie channel in the country, Showtime, and two non-cable-related companies, Muzak and Filmation studios. In the third quarter of 1982, Group W sold for $75 million its 50 percent interest in Showtime to Viacom, which now is the exclusive owner of the service.

Group W Cable, which was erected on the Teleprompter superstructure, now operates 150 systems in 34 states, passing 3.4 million homes with 1.6 million pay unit subs. Group W's growth was achieved despite a Federal Communications Commission-mandated divestiture of several cable systems in connection with the Teleprompter acquisition. The systems were sold for about $100 million.

Group W's cable programming arm is Group W Satellite Communications, which owns, distributes and operates several satellite-fed basic and pay cable services. GWSC sells and markets The Nashville Network, a division of Opryland USA Inc., which reaches 12.6 million subs over 1,636 affiliated cable systems. TNN, which offers 18 hours ad-supported, of country music-oriented programming daily, was launched in early 1983 with a base of 6 million subs. In addition to TNN, GWSC owns and operates two regional pay sports networks: Home Team Sports, which was introduced in the Washington, D.C. area in April with approximately 55,000 paying customers, and the Sonics SuperChannel, which serves approximately 25,000 subs in Seattle/Tacoma. HTS carries Baltimore Orioles baseball games, Capitals hockey games and Bullets basketball games. SSC features live coverage of Seattle SuperSonics basketball, University of Washington sports as well as a variety of other area professional and collegiate teams.

Satellite News Channel, the most ambitious GWSC venture (in conjunction with ABC) was sold to Turner Broadcasting System last year for $25 million, $12.5 million to each of the partners. The move was necessitated, Group W said, because the 24-hour news service failed to achieve anticipated advertising revenues. TBS subsequently discontinued the service.

Last year, Group W Cable Associates of northwest and northcentral Chicago, two limited partnerships, were selected by the Chicago City Council to provide CATV service to the city's northwest and northcentral franchise areas, comprising 410,000 homes, or about 40 percent of Chicago's population. Capital constructions costs, it was estimated, will exceed $300 million. In June, Group W Cable and American Television and Communications Corp. reached an agreement to exchange cable systems. Under the terms of the deal, Group W received a group of 10 systems in four states, owned by ATC; and ATC received Group W systems serving Johnstown, Pa. and 21 adjacent communities.

Late last year, Group W Cable and Viacom announced the creation of the Pacific Northwest Interconnect (PNI), a partnership that will sell advertising on five Seattle/Tacoma area cable systems.

In addition to its cable systems and GWSC operations, Group W owns Home Theatre Network, a pay-TV-movie service with 267,000 subs, is engaged in a joint venture with ATC, TCI and Caesar's World to produce pay-per-view events; and is testing a cable-based teletext service in Buena Park, Calif.

Revenues in 1983 from Group W's Broadcasting and Cable division, which are consolidated, were $852 million, up from $726 million in 1982. Operating profit from the division was $47.8 million, slightly better than the $47.1 million reported the previous year. Identifiable assets also improved, from 1.6 billion in 1982 to nearly 1.7 billion in 1983.

Westinghouse Electric, which makes a wide range of industrial and consumer products, achieved sales and operating revenues of $9.5 billion last year, a drop from 1982's total of $9.7 billion. Net income was marginally down to $449.0 million from $449.3 million in 1982.

WOMETCO ENTERPRISES INC.
316 N. Miami Ave.
(305) 579-1120
Elton Cary, chairman
Van Myers, president

Cable interests:

- Wometco Cable TV Inc. (85 percent) Systems in Georgia, Mississippi, Louisiana, Alabama, New York, North Carolina, South Carolina and Oklahoma. Total subs: 278,682, as of February 1984. (Includes small system in the Bahamas).

Communication interests:
- Six television stations (all VHF).
- Wometco Home Theater. Over-the-air subscription TV service. (New York, New Jersey, Connecticut and Pennsylvania)

Wometco is the 22nd largest multiple system operator in the country with close to 280,000 subscribers in eight states. In 1983, Wometco Cable TV, its 85-percent owned subsidiary, acquired — for $7.7 million — a cable system serving Slidell, Mandeville and other portions of St. Tammany Parish, La., and a second system service Conyers, Ga. and portions of Rockdale County, Ga. These acquisitions added approximately 8,400 basic subs with an annualized revenue potential of $1.9 million. The cable company made a total of $137.6 million in investments in its systems last year, up from $114.9 million in 1982. Total assets were $145.2 million, an increase of 15.5 percent from 1982's $125.8 million. Wometco Cable TV's revenues also registered gains, increasing 26.2 percent to $58.1 million from $45.9 million in 1982; while net income climbed 43.1 percent to $6.1 million from $4.3 million the previous year.

Last December, the Board of Directors of Wometco Enterprises approved a leveraged buyout of the company, organized by the New York investment firm of Kohlberg Kravis Roberts & Co. At a special meeting of shareholders this past March, the buyout, worth an estimated $825 million, was approved by an overwhelming majority, although at press time, no closing date for the deal had been set. If consummated, all of Wometco's holdings will be acquired by KKR, including Wometco Cable. KKR also will acquire the outstanding 15 percent interest in Wometco Cable not owned by Wometco Enterprises.

Besides its cable activities, Wometco owns six television stations, movie theaters, soft drink bottling plants, vending services and an STV service, called Wometco Home Theater. In 1983, Wometco Enterprises had revenues of $519.7 million, compared with $493.4 million in 1983, and a net income of $30.9 million, up from $26 million in 1982.

ZENITH RADIO CORP.
1000 Milwaukee Ave.
Glenview, Ill. 60025
(312) 391-7000
Walter Fisher, chairman
Jerry Perlman, president

Cable interests:
- Manufactures Z-TAC (Zenith Tiered Addressable Converter) converters and decoders; Z-View two-way, addressable decoders permitting impulse pay-per-view options; and Computer Space Command, a remote transmitter that operates both Z-TAC and Z-View decoders; and Z-Text cable-teletext decoders.
- Manufactures electronic studio equipment and cable TV management and billing software.

Communication interests:
- Manufactures black-and-white and color TV sets, videocassette recorders, micro-computers, multichannel TV stereo sound transmission systems, projection and component TV systems, video cameras and over-the-air teletext equipment.
- The Heath Company. A wholly owned subsidiary producing and marketing consumer electronics products in kit and assembled form.

Zenith has halted the plunge in its profitability which was reflected in a 41 percent drop in net income in 1982. In 1983, the company reported net earnings of $46.3 million, compared with a restated net loss of $24.3 million in 1982. Sales were up slightly to $1.36 billion from $1.24 billion the previous year. Recoveries in each of Zenith's four business segments — consumer electronics, cable TV, computers and components — contributed to the rebound.

The Zenith cable products division nearly doubled its sales of addressable decoders, cable TV studio equipment and teletext and videotex equipment in 1983 to $152 million, from $80 million in 1982. Zenith maintains a leadership position in 1982. Zenith maintains a leadership position in United States sales of addressable decoders. Since 1980, more than 2 million Z-TAC addressable converters have been shipped to cable companies and STV outlets in North America. In 1983 alone, 125 cable systems installed more than 1 million such decoders in subscriber homes.

Last year, Zenith broadened its array of cable-related products, introducing the Zenith Z-View system, a line of converter/decoders for pay-per-view programming and billing as well as opinion polling. Three Z-View systems are being installed in the first quarter of 1984, the company said. In addition, Zenith began shipping Z-Text cable-teletext decoders to customers in 1983 after a year's testing in San Diego, Calif., Orlando, Fla., and other locations. Zenith has also developed the Virtext and Virdata teletext systems for picking up satellite transmissions of newswire reports.

Production facilities in Toronto and Chihuahua, Mexico were expanded to meet the increased demand for addressable decoders.

Unit sales to dealers of Zenith color televisions increased more than 10 percent last year from 1982 levels, and revenues from the company's computers, peripherals and Heath Company segment grew 13 percent over the same period.

If we missed you
at your booth . . .
Come see us at ours!

Booth 1044 D
Titsch Communications, Inc.

CableVision
CED
CABLEFILE

CABLE STATS

Top 100 cable MSOs

Rank	Multiple system operator	Basic subs	Pay subs	Homes passed	As of date
1	Tele-Communications Inc	2,766,000	1,949,000	3,650,000	(1/84)
2	American Television and Communications Corp	2,400,000	2,200,000	4,400,000	(12/83)
3	Group W Cable	1,988,352	1,570,592	3,519,847	(4/84)
4	Cox Cable Communications Inc	1,494,008	1,573,136	2,630,914	(4/84)
5	Storer Cable Communications	1,413,000	1,410,000	2,647,000	(3/84)
6	Warner Amex Cable Communications Inc	1,382,983	1,237,000	2,978,121	(4/84)
7	Times Mirror Cable TV Inc	961,638	828,130	1,839,404	(4/84)
8	Continental Cablevision	868,000	962,000	1,630,000	(4/84)
9	Newhouse Broadcasting	835,977	980,204	1,295,807	(4/84)
10	Viacom Cablevision	747,145	598,963	N/A	(4/84)
11	United Cable Television Corp	649,000	551,000	1,179,000	(3/84)
12	Sammons Communications Inc	593,000	462,000	957,000	(4/84)
13	Rogers Cablesystems Inc	526,000	714,219	1,054,150	(4/84)
14	Cablevision Systems Development Co	502,000	1,298,000	1,026,000	(4/84)
15	Comcast Cable Communications	459,000	471,000	824,000	(4/84)
16	Telecable Corp	410,478	428,090	674,488	(4/84)
17	Jones Intercable	387,748	226,362	624,410	(4/84)
18	Heritage Communications Inc	379,288	266,970	697,351	(4/84)
19	Capital Cities Cable Inc	354,560	256,031	536,972	(4/84)
20	UA Cablesystems Corp	345,549	329,575	623,093	(4/84)
21	General Electric Cablevision	326,700	202,100	524,500	(4/84)
22	Wometco Cable TV Inc	287,516	236,663	506,038	(4/84)
23	Century Communications Corp	275,000	215,000	425,000	(4/84)
24	Prime Cable Corp	269,366	286,627	499,035	(4/84)
25	Multimedia Cablevision Inc	257,984	274,773	449,268	(4/84)
26	Daniels & Associates	240,041	250,009	454,410	(4/84)
27	Centel Cable Television Co	239,726	123,219	382,339	(3/84)
28	TCA Group	235,287	73,556	308,388	(4/84)
29	MacLean Hunter Cable TV Ltd	234,061	309,302	465,013	(3/84)
30	American Cablesystems Corp	192,280	222,140	342,850	(4/84)
31	Service Electric Cable TV Inc	189,500	N/A	N/A	(4/84)
32	Scripps-Howard	189,198	255,874	362,689	(4/84)
33	Colony Communications Inc	181,683	176,702	307,441	(4/84)
34	Adelphia Communications	181,000	87,600	193,500	(4/84)
35	Communications Service Inc	175,000	105,500	N/A	(9/83)
36	Cable Vision Industries	174,660	63,089	137,084	(4/84)
37	Rollins Inc	172,800	141,300	290,550	(4/84)
38	Cablentertainment Inc	167,124	81,502	225,695	(4/84)
39	Tribune Cable Communications	158,235	146,686	324,084	(4/84)
40	Western Communications	148,713	72,631	199,716	(4/84)
41	McDonald Group	139,585	87,028	179,789	(6/83)
42	Adams-Russell Communications	128,716	139,858	229,045	(4/84)
43	Midcontinent Cable Systems Co	127,644	67,918	206,417	(4/84)
44	Harron Communications Corp	126,289	76,344	192,971	(4/84)
45	Midwest Video Corp	118,102	30,364	200,000	(9/83)
46	McCaw Communications	116,800	60,300	182,200	(4/84)
47	Buckeye Cablevision	115,528	49,810	184,005	(4/84)
48	Sutton Capital Group	114,301	118,843	212,682	(3/84)
49	Televents Inc	109,021	72,683	150,291	(4/84)
50	Falcon Communications	108,161	127,245	257,000	(4/84)
51	Armstrong Utilities	104,856	70,025	153,021	(4/84)
52	Harris Cable Corp	103,008	49,575	201,714	(4/84)
53	Communications Systems Inc	94,655	69,284	156,886	(4/84)
54	Lenfest Group	89,208	77,331	136,630	(4/84)
55	Summit Communications	87,989	70,278	147,195	(4/84)
56	Multi-Channel TV Cable Co	87,755	44,608	125,600	(4/84)
57	Greater Media	84,642	65,149	157,624	(4/84)
58	US Cable Corp	84,500	126,000	152,200	(4/84)
59	McClatchy Newspapers	82,954	53,729	179,414	(4/84)
60	King Videocable Co	80,169	47,870	105,000	(4/84)
61	Perry Cable TV Corp	78,334	35,129	132,399	(4/84)
62	Palmer Communications	77,174	44,083	101,400	(4/84)
63	National Telecommunications Corp	76,655	38,730	96,006	(12/83)
64	The Essex Group	75,433	36,191	113,224	(4/84)
65	WEHCO Video Inc	73,300	42,600	N/A	(4/84)
66	Ultracom Inc	72,582	68,532	185,883	(4/84)
67	Acton Corp	72,000	64,000	210,490	(4/84)
68	Omega Communications	68,000	N/A	88,000	(4/84)
69	Booth Communications	67,433	37,600	110,000	(4/84)
70	Susquehanna Broadcasting	66,466	55,249	103,786	(4/84)
71	Sonic Cable TV	63,941	33,596	N/A	(4/84)
72	Wabash Cablevision	63,900	65,000	137,200	(4/84)
73	Cable Management Associates Inc	63,500	24,500	N/A	(4/84)
74	Pencor Service Inc	62,830	24,620	64,785	(4/84)
75	Marsh Media	56,000	29,074	38,179	(3/84)
76	Selkirk Communications	53,591	51,727	N/A	(4/84)
77	Omni Cable TV Corp	52,509	N/A	N/A	(12/83)
78	The Daily Press	52,000	61,000	90,000	(4/84)
79	Harte Hanks Communications	48,319	49,306	97,975	(4/84)
80	Simmons Communications	46,328	21,744	63,481	(4/84)
81	Matrix Enterprises	43,320	40,185	88,492	(4/84)
82	Helicon Corp	43,041	18,085	63,200	(4/84)
83	Cencom Cable Association	41,403	27,004	76,660	(4/84)
84	Chambers Communications Corp	40,975	20,557	60,689	(4/84)
85	Donrey Cablevision	40,550	23,300	61,500	(4/84)
86	Joseph Gans	39,927	11,041	55,974	(4/84)
87	National Cablesystems Inc	38,212	21,211	60,930	(4/84)
88	Combined Cable Corp	38,200	29,200	66,000	(4/84)
89	United Video Management	35,400	45,000	52,000	(4/84)
90	Maseda Corp	35,179	36,832	81,000	(4/84)
91	New England Cablevision	35,173	29,612	55,268	(4/84)
92	Multivision Group	33,561	89,079	50,000	(4/84)
93	Cable Holdings Inc	32,946	27,234	67,000	(4/84)
94	Wisconsin Cablevision and Radio Co Inc	32,461	29,089	50,253	(4/84)
95	First Carolina Communications Inc	31,500	35,813	64,400	(4/84)
96	Whitney Communications Corp	30,000	16,000	N/A	(4/84)
97	United Broadcasting Co	30,000	10,100	N/A	(3/84)
98	Southern Cablevision	30,000	N/A	N/A	(4/83)
99	Mid America Media	28,061	10,701	35,000	(4/84)
100	Consolidated Cable Systems	27,435	29,216	51,000	(4/84)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 cable systems

Rank	Location	Operator	Basic Subs	Pay Subs	Homes Passed	As of Date
1	San Diego, CA	Cox Cable	242,283	191,714	N/A	(4/84)
2	Woodbury (Long Island), NY	Cablevision Systems	225,000	623,000	441,000	(3/84)
3	Manhattan, NY	ATC	187,900	131,400	379,100	(12/83)
4	Houston, TX	Warner Amex	184,414	N/A	N/A	(4/84)
5	Florida Division[1]	ATC	179,800	131,000	308,400	(12/83)
6	San Antonio, TX	Rogers Cablesystems	178,840	310,740	355,200	(4/84)
7	East Orange, NJ	MacLean Hunter	160,109	187,978	319,247	(3/84)
8	Cincinnati area, OH	Warner Amex	137,090	N/A	N/A	(4/84)
9	Wayne, NJ	UA Cablesystems	130,156	106,579	284,892	(4/84)
10	Tulsa, OK	United Cable	114,099	100,212	201,465	(4/84)
11	Audubon, NJ	NYT Cable	113,388	117,202	220,476	(4/84)
12	Atlanta, metro area	Prime Cable	109,000	126,360	312,000	(4/84)
13	Rochester, NY	ATC	108,600	119,100	212,400	(12/83)
14	Erie County, NY	Prime Cable Corp.	106,444	88,431	183,578	(4/84)
15	Baltimore County, MD	Comcast Cable	106,000	129,000	214,000	(4/84)
16	Tidewater (Norfolk), VA	Cox Cable	103,866	136,541	N/A	(4/84)
17	San Jose, CA	Gill Industries	102,000	N/A	235,000	(4/84)
18	Austin, TX	ATC	98,900	113,400	178,800	(12/83)
19	Honolulu, HI	ATC	97,100	83,700	165,100	(12/83)
20	Jacksonville, FL	Continental	95,869	108,651	207,090	(4/84)
21	Toledo, OH	Buckeye Cablevision	95,310	40,858	150,000	(4/84)
22	Memphis, TN	ATC	94,300	137,500	231,700	(12/83)
23	Seattle, WA	Group W Cable	94,212	N/A	N/A	(3/84)
24	Central Islip (Long Island), NY	Viacom Cablevision	94,061	63,996	N/A	(4/84)
25	Jefferson Parish/Kenner, LA	Cox Cable	92,511	138,097	N/A	(4/84)
26	Englewood, CO	United Cable Corp	91,014	67,348	196,277	(4/84)
27	Manhattan, NY	Group W Cable	89,536	N/A	N/A	(3/84)
28	San Juan, PR	Harris Cable Corp	88,360	38,283	179,592	(4/84)
29	San Francisco, CA	Viacom Cablevision	84,542	61,160	N/A	(4/84)
30	Grand Rapids, MI	General Electric	80,800	49,800	146,600	(4/84)
31	Wilmington, DE	Rollins Inc	80,300	57,400	132,500	(4/84)
32	Wichita, KS	Multimedia Cablevision	80,268	90,238	131,843	(4/84)
33	San Diego, CA	ATC	78,900	52,000	130,700	(12/83)
34	Dallas, TX	Warner Amex	78,825	N/A	N/A	(4/84)
35	Seattle, WA	Viacom Cablevision	76,652	51,022	N/A	(4/84)
36	Phoenix, AZ	Times Mirror	74,439	102,551	199,657	(4/84)
37	Pittsburgh, PA	Warner Amex	74,287	N/A	N/A	(4/84)
38	Flint, MI	Comcast Cable	71,000	43,000	126,000	(4/84)
39	New Orleans, LA	Cox Cable	70,214	156,324	N/A	(4/84)
40	South Bend, IN	Heritage	67,496	25,882	125,003	(4/84)
41	Omaha, NE	Cox Cable	66,508	97,182	N/A	(4/84)
42	Richmond/Henrico County, VA	Continental Cablevision	66,106	67,868	155,407	(2/84)
43	Tacoma, WA	Cable TV of Puget Sound	65,993	73,827	120,557	(4/84)
44	Broward County, FL	Storer	65,660	78,978	124,398	(4/84)
45	Louisville, KY	Times Mirror	65,099	73,369	138,648	(4/84)
46	Charlotte, NC	ATC	64,600	50,200	119,100	(12/83)
47	Baton Rouge, LA	Daniels & Assoc.	64,258	56,330	118,152	(4/84)
48	Cleveland Heights, OH	Viacom Cablevision	64,080	77,591	N/A	(4/84)
49	Jefferson County, KY	Storer	63,508	100,530	110,256	(4/84)
50	Santa Monica, CA	Group W Cable	63,500	55,000	134,000	(4/84)
51	Pompano Beach, FL	American Cablesystems	62,615	51,950	128,470	(4/84)
52	Columbus, OH	Warner Amex	62,119	N/A	N/A	(4/84)
53	Oklahoma City, OK	Cox Cable	61,667	105,614	N/A	(4/84)
54	Akron, OH	Warner Amex	60,772	N/A	N/A	(4/84)
55	St. Petersburg, FL	Group W Cable	60,656	53,598	119,727	(4/84)
56	Buffalo, NY	TCI	60,439	39,809	140,740	(1/84)
57	Boston Complex (Malden), MA	Warner Amex	60,327	N/A	N/A	(4/84)
58	Allentown, PA	Service Electric Cable TV	60,000	N/A	N/A	(1/84)
59	Indianapolis, IN	Wabash Cablevision	59,500	60,900	126,500	(4/84)
60	Kansas City, MO	ATC	59,100	89,500	161,900	(12/83)
61	Santa Barbara, CA	Cox Cable	58,788	31,500	N/A	(4/84)
62	El Paso, TX	Group W Cable	58,401	N/A	N/A	(3/84)
63	Snohomish County, WA	Viacom Cablevision	58,384	31,097	N/A	(4/84)
64	Monterey, CA	Western Communications	58,050	39,353	76,338	(4/84)
65	Clearwater, FL	Newhouse Broadcasting	57,900	133,920	110,430	(4/84)
66	Sarasota, FL	Storer	57,642	25,385	77,127	(4/84)
67	Harrisburg, PA	Sammons Communications	57,200	30,000	90,200	(4/84)
68	Las Vegas, NV	Times Mirror	57,110	102,934	156,567	(4/84)
69	Hartford, CT	Times Mirror	55,992	69,571	111,881	(4/84)
70	Madison, WI	Midcontinent Cable/TCI	55,974	34,418	107,000	(4/84)
71	New Britain, CT	United Cable	55,825	35,279	80,359	(4/84)
72	Des Moines, IA	Heritage Communications	55,080	55,215	113,000	(4/84)
73	Chicago suburbs (Oak Park), IL	Cablevision System	55,000	131,000	139,000	(3/84)
74	Allentown, PA	Twin County Cable TV Inc	55,000	N/A	N/A	(3/84)
75	Binghamton, NY	NewChannels	54,456	30,838	71,175	(4/84)
76	Columbus, OH	Coaxial Communications	54,300	N/A	98,500	(1/84)
77	New Haven, CT	Storer	53,619	43,524	86,256	(4/84)
78	Port Arthur, TX	TCI	52,470	N/A	N/A	(12/83)
79	Canton, OH	Warner Amex	52,367	N/A	N/A	(12/83)
80	Nashville, TN	Viacom Cablevision	52,268	82,414	N/A	(4/84)
81	Bridgeport, CT	Cablevision Systems/Scripps Howard	52,000	60,000	103,000	(3/84)
82	Knoxville, TN	TeleScripps	51,777	N/A	N/A	(3/84)
83	Lexington, KY	Telecable Corp	51,532	77,440	84,557	(4/84)
84	Charleston, SC	Storer	51,457	52,240	103,866	(4/84)
85	Westchester Cty. (New Rochelle), NY	UA Cablesystems Corp	51,422	71,470	103,355	(4/84)
86	Worcester (Leicester), MA	Greater Media Inc	51,402	38,938	106,279	(4/84)
87	Shreveport, LA	ATC	51,400	46,600	94,100	(12/83)
88	Escondido/San Diego County, CA	Times Mirror	51,244	20,931	73,749	(4/84)
89	Jackson, MS	ATC	50,700	43,100	76,200	(12/83)
90	San Rafael/Marin Cty., CA	Viacom Cablevision	50,120	26,416	N/A	(4/84)
91	Reading, PA	ATC	50,000	27,500	69,800	(12/83)
92	Albuquerque, NM	Tribune Cable Communications Inc	49,524	53,164	133,563	(4/84)
93	Chattanooga, TN	TeleScripps	49,349	30,239	99,842	(1/84)
94	Winston-Salem, NC	Summit Communications Inc	48,892	33,232	75,619	(4/84)
95	Peoria, IL	General Electric	48,300	30,000	84,400	(4/84)
96	Quint Cities, IL	Cox Cable	48,175	36,973	N/A	(4/84)
97	Albany, NY	ATC	46,700	31,100	88,500	(12/83)
98	Spokane, WA	Cox Cable	46,693	39,350	N/A	(4/84)
99	Birmingham, AL	ATC	46,600	38,700	115,900	(12/83)
100	Bakersfield/Kern Cty., CA	Warner Amex	46,456	N/A	N/A	(4/84)

[1] Includes Orlando, FL and Melbourne, FL

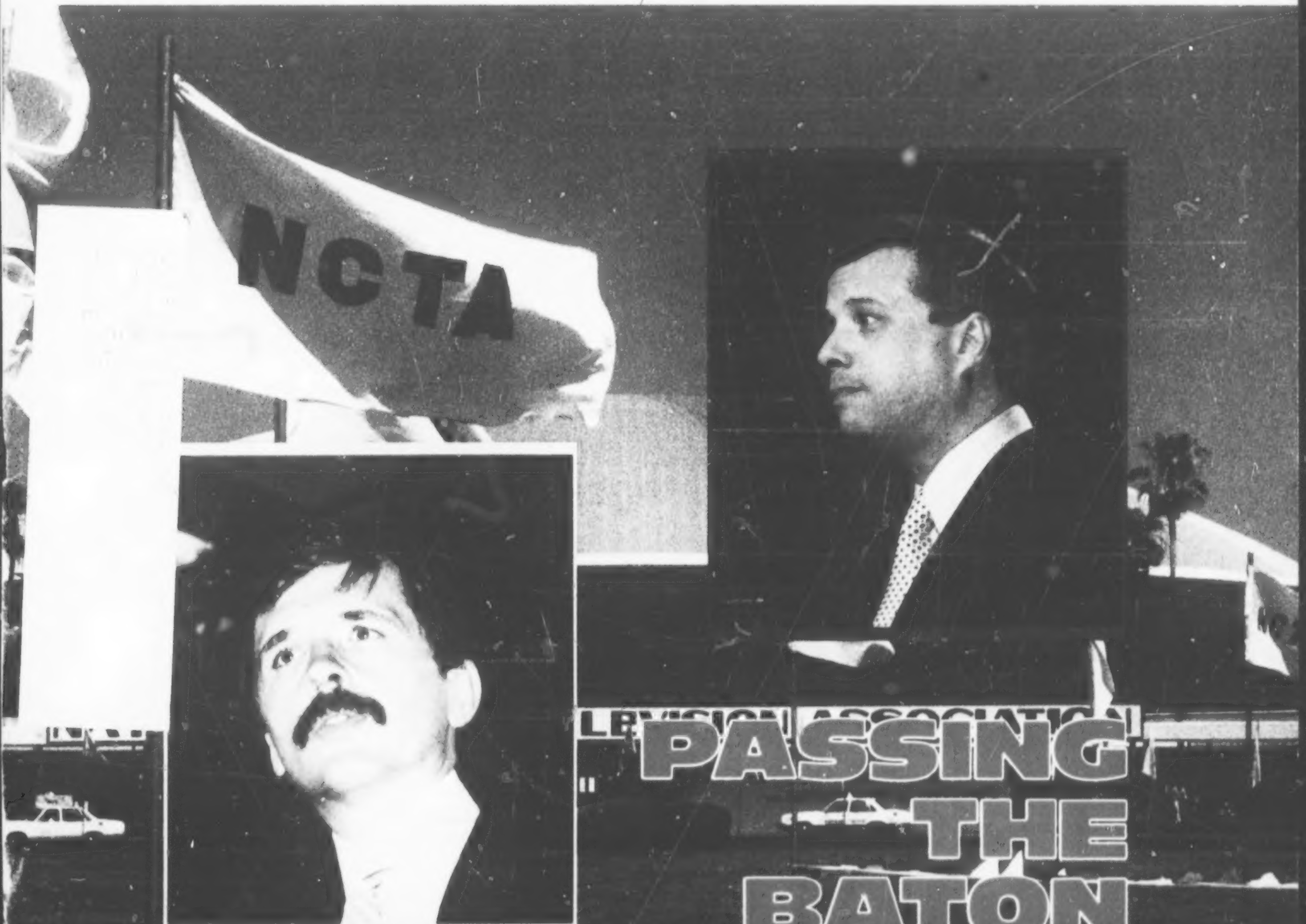
Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

PLUS TECHNOLOGY 'Think-tanking' new tech

- NCTA '84: heavy substance, lighter booth traffic
- Uncertainty over cable bill accord with cities
- ESPN raises per sub rates 53.8 percent
- Turner cements $20 million NBA pact

CableVision™

The news and features weekly of the cable television industry June 18, 1984



PASSING THE BATON

CableVision

This Week in Cable, pages 16-26

June 18, 1984, Volume 9, Number 42

NCTA '84 WRAP-UP

In the wake of stormy cable legislation and consumer-satisfaction studies, 14,805 turned out for this year's convention. *CableVision* editors report on the convention activities, and on how this year's pomp and circumstance reflected the maturity of the industry.

INDUSTRY SPLIT, BILL MOVES ON

Industry observers' reviews of the cable accord between the industry and cities are mixed. But there *is* agreement and that's good news to some.

ESPN TO BOOST RATE

ESPN will raise its per-sub rate by more than 50 percent. Ted Turner, who vied for ownership of the network, indicates TBS may act in kind.

TBS: EXCLUSIVE NBA RIGHTS

Ted Turner scores again! The TBS chairman inked a contract with NBA Commissioner David Stern, giving the network exclusive rights to cablecast NBA basketball games.

PROGRAMMING 28

Major networks made a number of important programming announcements to television writers and critics at this year's National Cable Forum. Los Angeles Bureau Chief Eric Taub reports on those announcements and the various celebrities on hand at the occasion.

MARKETING/ADVERTISING 35

An important study by International Communications Research zeroed in on the degree of satisfaction felt by cable customers with encouraging results. New York correspondent Cecilia Capuzzi details ICR's findings. Also, Showtime and Cinemax kick off high-dollar, multi-media advertising campaigns.

BUSINESS 63

GI merges with TOCOM. United Cable plans to hike its basic sub rate and UA's sub count will get a big boost after the MSO merges with GE.

GOVERNMENT & LAW 72

The NCTA and city officials may have hammered out a cable bill compromise, but leased access provisions may well ruffle a few feathers when H.R.4103 comes up for consideration in the House. And Minorities In Cable Inc. has taken on a bigger name and bigger plans as well.

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About the cover

Photographer Rhoda Pollock photographed outgoing NCTA President Tom Wheeler and incoming president Jim Mooney at the group's NCTA Las Vegas fete.

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Keeping up with new technology

In light of merging and emerging communications technology, the industry is taking a step back to try to make heads or tails of it all. *CableVision Plus* spells out just how the industry is fueling R&D in an ongoing attempt to deliver its service in the most cost-effective manner possible. Also, *Plus* focuses on the dos and don'ts of grounding installs, with an eye to safety and regulatory considerations.

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BPA

CABLE TURNS ON SUBSCRIBERS

WASHINGTON, D.C.—Cable subscribers and former subscribers gave the industry overwhelmingly high marks in customer satisfaction, according to International Communications Research. The results of its benchmark study on cable customer satisfaction, conducted for the National Cable Television Association, confirm in detail the theme of this year's NCTA convention: "Cable: The Consumer's Choice."

Five out of every six current subscribers, or more than 80 percent, said they were very or somewhat satisfied with cable; two-thirds of former subscribers said they were happy with cable and were likely to re-subscribe. Of those, 29 percent missed cable "a lot," and another 34 percent miss it "a little."

ICR, a division of Titsch Communications Inc., a subsidiary of International Thomson Business Press, sampled by telephone 1,501 people involved in the cable subscription decision. Its positive findings come as the industry attempts to shake a reputation for poor customer service and repetitive programming—issues incoming NCTA Chairman Ed Allen has labelled a "bum rap" voiced by a "vocal minority."

"It reminds me of an old story," Allen said. "If you do something right, the subscriber will tell four people about it. But if you do something wrong, they'll tell 40 people. If a system surveyed its own subscribers, they'd find out that subscribers love us."

ICR also tempered its results: "This data demonstrates that there is a solid bedrock of satisfaction overall in programming and customer care. There are faultlines in the bedrock to be sure. While 80 percent of current subscribers and 60 percent of former subscribers—a major portion of the universe—are satisfied with cable, not many are so overjoyed that they can't think of something to criticize when an interviewer invites them to. They do complain."

Probably one of the most significant findings of the study is that former subscribers are still disposed favorably to cable and could represent a means for the operator to easily increase penetration.

"The survey indicates that most subscribers who disconnect are sorry and just haven't been approached (for resale)," Allen said. "Here is a tremendous pool of people who regret disconnecting and are waiting to be asked."

A boost in satisfaction among current and former subscribers pays "dramatic dividends," ICR states in the study results. It found that only 2 percent of current subscribers who are very satisfied with cable are likely to disconnect. More than one-quarter of the small group of very dissatisfied customers are likely to disconnect.

The study also isolated reasons for which subs and non-subs are likely to subscribe to cable in the first place. Variety in channel selection headed the list for subscribers, with 26 percent reporting channel choice as the primary factor in their decision to subscribe. Twenty-two percent said they bought cable for better reception; 14.9 percent for program variety; 14.7 percent for movies; 8.1 percent for sports; 2.8 percent for children's programming.

Priorities were different among non-subscribers. Twenty-five percent said they ordered cable for more movies; 20.4 percent for channel variety; 13.6 percent for program variety; 8.7 percent for better reception; 7.8 percent for sports; and 1.9 percent for children's programming.

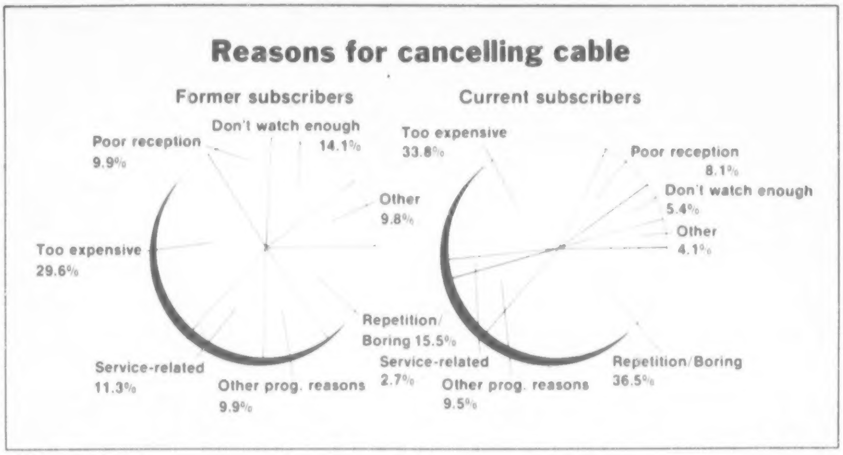
Former subscribers also were more susceptible to discount offerings and packaged deals. More than 75 percent of former multipay subscribers said discounts were at least somewhat important in their decision to take more than one pay service, compared with 58 percent of current multipays.

Former subscribers, however, as with their subscribing counterparts, said they prefer cable to other forms of comparable entertainment such as home video rentals and movies.

Looking at programming alone, the majority of current and even former subscribers—who generally complain about repetitive fare—gave cable's fare a high score. Eighty-two percent of current subs said they were at least somewhat satisfied with cable's offerings; 77.7 percent of former subs said they were at least somewhat satisfied.

Although programming is "indeed an issue among customers," according to ICR, subscribers "wield" the programming issue "as a sword"—but rarely disconnect for that reason alone.

In examining reasons for disconnects, ICR found almost half of the complaints of current subscribers considering dropping cable centered on programming issues, specifically repetition and boredom. However, only 25 percent of those who did drop service gave programming as their reason for disconnecting. This figure does not include those who moved, or anticipated moving, from the franchise area. The second most common reason was subscription fees.


Reasons for cancelling cable

Customer service, although generating significantly positive results, nevertheless proved to be one of the industry's key problem areas. Seventy-five percent of current subscribers said they were at least somewhat satisfied with system customer service, compared to 64.7 percent of former subs, excluding those who disconnected because of a move outside the franchise area.

"There is the feeling that some of the salespeople are so interested in the sale at the door that they don't try to put themselves in the place of the consumer," Allen said. "Sales stay solid, with less churn, if the subscriber buys what he needs rather than what is sold."

ICR reported that salespeople register a "disturbingly low score—a 7 rating on a 10 point scale for current subs; a 6 rating for former subs—on (having) genuine concern for individual household needs." ICR also stated there is a "precipitous drop-off in likelihood to reconnect when service ratings are low."

The salesperson's impact is heightened because former subscribers and those who have never subscribed are more likely to hear about cable from a door-to-door salesperson. They are not likely to have formed impressions about cable before talking to him or her, ICR reported.

There is also a high correlation between overall customer service ratings and attempted and successful system contacts, according to the study. The CSR rated well among subscribers in four of five categories—courtesy, information, personality and resolve. CSRs got low ratings in what ICR termed the "key variable": ability to get through to the system (6.5 rating out of 10 from current subs; 5.25 among former subs). Cable installers were rated very highly among current and former subscribers; repairmen scored well among currents and were rated lower by former subs.

—*Cecilia Capuzzi*

CABLE STATS

Programming services

Programming service	Satellite/ transponder	Start-up date	Affiliates (as of 4/84)	Subscribers (as of 4/84)	Programming hours
Basic programming services					
American Christian Television Systems (ACTS)	Westar V/2X	5/84	70	1,000,000	18/day
Arts & Entertainment	Satcom III/1 Westar V/12D	4/81	1,500	10,000,000	20/day
Black Entertainment Television (BET)	Galaxy I/17	1/79	319	6,409,897	6/day
Cable News Network (CNN)	Satcom IIIR/14 Galaxy I/7	6/80	4,395	25,978,000	24/day
CNN Headline News	Satcom IIIR/15 Galaxy I/8	1/82	1,177	10,894,000	24/day
C-SPAN	Galaxy I/13 Satcom IIIR/19	3/79	350	17,000,000	24/day
CBN Cable Network	Satcom IIIR/8	4/77	4,395	23,000,000	24/day
Country Music Television	Comstar D4/9H	3/83	165	4,100,000	24/day
Entertainment & Sports Programming Network (ESPN)[1]	Comstar D4/7V Satcom III R/7	9/79	7,810	30,200,000	24/day
Eternal Word Television Network (EWTN)	Satcom IIIR/18	8/81	155	2,400,000	4/day
Financial News Network (FNN)	Satcom IIIR/4 Westar V/11D	11/81	960	16,100,000	13/day M-F
The Learning Channel	Satcom IIIR/16	10/79	511	4,409,681	16/day
Lifetime	Satcom IIIR/17	2/84	1,818	18,600,000	24/day
Modern Satellite Network (MSN)	Satcom IIIR/22	1/79	521	9,700,000	4/day M-F
Music Television (MTV)[2]	Satcom IIIR/11	8/81	2,400	19,300,000	24/day
The Nashville Network	Westar V/9D Galaxy I/2	3/83	2,000	15,900	18/day
National Christian Network	Satcom IV/7	6/80	95	1,200,000	24/day
National Jewish Television[3]	Westar V/12X	5/81	179	3,570,000	3/day Sun
Nichelodeon[4]	Satcom IIIR/1	4/79	3,200	18,400,000	13/day
Prime of Life	Satcom IV/7	4/84	NA	NA	3/day
PTL Satellite Network	Satcom III/2	4/78	1,000	10,000,000	24/day
Santa Fe Communications	Satcom IV/23	4/84	NA	NA	24/day
Satellite Program Network (SPN)	Satcom IV/3	1/79	517	11,900,147	24/day
The Silent Network	Comstar D4/9H	2/84	183	6,100,000	2/day Thurs
SIN Television Network[5]	Galaxy I/6	6/76	251	28,068,100	24/day
Trinity Broadcast Network	Satcom IV/17	5/78	343	4,057,000	24/day
USA Network	Satcom IIIR/9	9/80	4,000	23,000,000	24/day
The Weather Channel	Satcom IIIR/21	5/82	1,170	11,800,000	24/day
WGN-TV	Satcom IIIR/3	11/78	5,437	13,690,130	24/day
WOR-TV	Galaxy I/15	4/79	988	4,605,287	24/day
WPIX-TV	Westar V/6D	5/84	152	885,000	24/day
WTBS-TV	Satcom IIIR/6	12/76	6,388	29,330,000	24/day

CABLE STATS

Programming service	Satellite/ transponder	Start-up date	Affiliates (as of 4/84)	Subscribers (as of 4/84)	Programming hours
Pay programming services					
Bravo	Satcom IV/2	12/80	146	213,000	10/day M-F 13/day Weekend
Cinemax	Satcom IIIR 23 (west) 20 (east)	8/80	2,100	2,700,000	24/day
The Disney Channel	Westar V 5X (west) 6X (east)	4/83	1,300	916,000	19/day
Galavision	Galaxy I/20	10/79	200	130,000	12/day M-F 5/day Weekend
Home Box Office (HBO)	Galaxy I 23 (east) Satcom IIIR 24 (east) 13 (west)	9/75	5,500	13,500,000	24/day
Home Theatre Network[6]	Satcom IIIR/16	7/77	400	275,000	12/day
The Movie Channel	Satcom IIIR/5 (east) Galaxy I/14 (west)	1/80	2,750	3,100,000	24/day
The Playboy Channel	Satcom IV/12	12/80	420	684,000	10/day
The Pleasure Channel	Westar V	6/84	NA	NA	6/day
Showtime	Satcom IIIR 12 (east) 10 (west)	7/76	3,000	5,400,000	24/day
Regional entertainment services					
Atlanta Interfaith	non-sat.-fed	2/81	7	126,000	20/day
Atlantis Entertainment Network	non-sat.-fed	1/81	NA	NA	NA
Bay Area Religious Channel (BARC)	non-sat.-fed	10/83	5	105,100	4/day M-F
Buffalo Sabres Hockey	non-sat.-fed	10/74	13	450,000	varies
Festival - The Texas Cable Network	non-sat.-fed	3/83	7	547,000	6/day
Home Sports Entertainment - Dallas	Satcom IV/4	4/83	NA	NA	6.5/day
Home Sports Entertainment - Houston	Satcom IV/11	1/83	15	20,000	6.5/day
Home Team Sports	Galaxy I/12	4/84	12	NA	24/day
Life Newsvision	non-sat.-fed	2/82	7	11,200	24/day
Madison Square Garden Network	Westar V/8D	3/68	52	1,630,000	9/day
Meadows Racing Network	Westar V/8X	11/83	19	275,000	4/day F-Sat
Metro Channel	non-sat.-fed	3/83	4	109,141	6/day
New England Sports	Satcom IR/17	4/84	8	230,000	6/day
Newsday Cable	non-sat.-fed	3/83	1	228,000	24/day
PRISM-Philadelphia	non-sat.-fed	9/76	90	372,000	24/day
Pro-Am Sports	Westar V/7X	4/84	30	12,000	4/day
Sonics Superchannel	non-sat.-fed	2/81	10	25,000	varies
SportsChannel (New England)	non-sat.-fed	1/83	44	57,000	varies
Sports Channel (New York)	non-sat.-fed	4/79	36	357,000	varies
Sports Time Cable Network	Satcom IIIR/4	4/84	NA	NA	6/day M-F 12/day Sat-Sun
SportsVision	Satcom IV/9	5/82	17	24,000	varies
Sportsvue Network	Westar V/4X	4/84	19	17,500	varies
Video Music Channel	non-sat.-fed	7/82	24	267,804	10/day
Z-Channel	non-sat.-fed	4/74	21	95,656	24/day

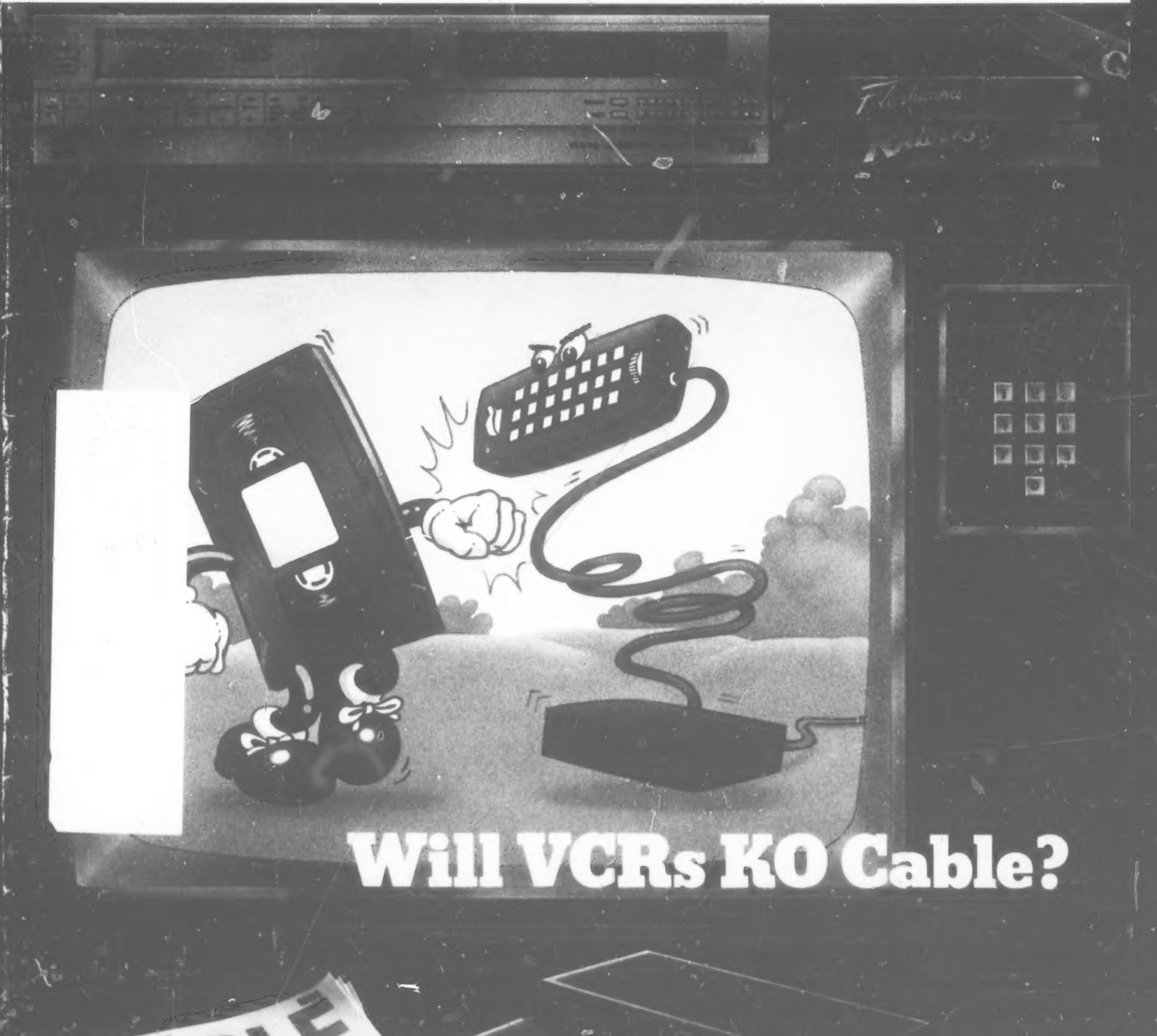
Note: NA denotes not available
NC denotes no change
TBA denotes to be announced
subscriber count is as of March 1984
as of March 1984, based on A.C. Nielsen National Meter. Subject to qualifications upon request
subscriber count is as of February 1984
as of March 1984, based on A.C. Nielsen National Meter. Subject to qualifications upon request
total SIN reach; Spanish-speaking households is [illegible]
subscriber count is as of March 1984
Source: Subscriber and affiliate counts are provided by the programmers [illegible]

PLUS
MARKETING
Programmers woo the critics

- ABC kills TeleFirst VCR downloading scheme
- U.S. cablers vie for Canadian market share
- More machinations on industry dereg bill
- Weinblatt decides: goodbye, Showtime

CableVision

The news and features weekly of the cable television industry June 25, 1984



Will VCRs KO Cable?

CableVision

This Week in Cable, pages 14-19

June 25, 1984, Volume 9, Number 43

CANADA SET FOR U.S. SERVICES

More than 2,000 Canadian cable operators and suppliers gathered at Ottawa's Capital Congress Center last week for the 27th annual Canadian Cable TV Association convention. Operators were greeted with previews of 16 U.S. satellite services scheduled for fall launch in Canada.

SHOWTIME'S UP FOR WEINBLATT

Showtime/TMC President Mike Weinblatt decides to leave in the wake of the appointment of Chairman Neil Austrian—Weinblatt comments on the move.

OP COUNTERS MIAMI KNOCKS

Miami Cablevision has released a point-by-point response to the city's recent criticisms on its operation. Correspondent Bill Gjebre summarizes the system's response and official reaction to that document.

ABC'S TELEFIRST DOESN'T LAST

ABC Video Enterprises decides to shut down TeleFirst, its experiment that involved in-home VCR downloading of entertainment programming, after five months of tests in the Chicago area.

PROGRAMMING 20

Rising costs are leading to rising carriage fees for basic cable program services, executives say. But cable operators fear that their profit margins will only disappear. It's an issue that heated up this year's National Show.

MARKETING/ADVERTISING 22

Canadians appear receptive to getting more variety out of their cable systems via specialty services. That assessment comes from a national survey released last week at the Canadian Cable Television Association's annual convention.

BUSINESS 39

Officials at United Satellite Communications Inc. are seeking new corporate investors for the nation's first direct broadcast satellite service after a private placement designed to raise $40 million recently failed. Analysts say the company could soon run out of money without additional financing and will need as much as $250 million to carry out plans to take the DBS service nationwide over the next few years.

GOVERNMENT & LAW 42

The Freedom of Expression Act removing most content control from the electronic media was dealt a possible death blow when Commerce Committee members, finding that the targets of the bill were too politically advantageous, agreed to table the measure as it applies to radio only.

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About the cover

Artist Todd Lockwood depicts the VCR-pay cable bout in a colorful cartoon rendering.

Pages 23-38 PLUS

VCRs: moving in on cable's turf?

What do more than ten percent of American households possess that is shaking up the industry? The answer can be spelled out in three letters: VCR. The videocassette recorder is the transistor radio of the '80s; the phenomenal growth of home video poses some real challenges—some would say threat—to pay cable. In a *CableVision Plus* report, Associate Editor Sally Russell explores the VCR factor vis-a-vis cable's future. Also, West Coast Bureau Chief Eric Taub tells how cable programmers wooed the critics of the Fourth Estate in a recent seminar in Phoenix.

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BPA

Will VCRs KO pay cable?

The jury's still out. No one knows for sure what effect the videocassette recorder market may have on the cable TV market.

By Sally Russell

The explosive growth in the videocassette recorder business has been one of the success stories in consumer electronics this year. The pace at which American households snapped up these high-ticket items over the past twelve months has rendered most predictions obsolete only a few months after they were hazarded.

Some call VCRs the new American status symbol, following on the heels of the Sony Walkman invasion and the home computer boom. They say the recorders are mirroring the growth of color television—and even pay television services—in its early days. Others, more skeptical of the phenomenon, liken the boom to that of video games, which have taken a decided downturn in popularity after looking like a sure bet to hundreds of electronics companies.

Whatever the future course, videocassette recorders and prerecorded video tapes are well-entrenched in the American marketplace, with some 10 percent of U.S. households owning a unit. Cable operators and pay television services are eyeing the new upstarts warily, fearing that VCRs might lay claim to a chunk of what has been their territory by diverting the precious entertainment dollar.

What effect does VCR ownership have on cable subscriptions? Does it hurt the pay services most, particularly multipay subscriptions? Does it cut into basic cable viewing? Is the "zapping" of commercials a matter of real concern to ad-supported cable services?

Unfortunately, there is no hard evidence to confirm any of the speculation that has surrounded these questions. Little in-depth research has been done on the impact of VCRs on the cable industry, and what has been conducted doesn't lend itself to definitive conclusions.

The A.C. Nielsen Co. recently completed a VCR usage report for its clients. Although Nielsen is keeping much of the information under wraps, officials there do admit it's difficult to get a handle on the relationship between usage of VCRs and basic and pay cable services.

Paul Lindstrom, research manager in charge of the Nielsen Home Video Index, said it's hard to interpret the findings that affect cable subscribers.

"For instance, we find that among VCR households, you have higher cable and higher pay penetration than we find nationally. What we're showing in the current study is about 44 percent pay penetration among VCR households, which is almost double what you find as the national average."

However, Lindstrom said it's difficult to draw conclusions from that, because the demographics of VCR users are very similar to the demographics of pay cable—users tend to be younger, more upscale, so the issue becomes fuzzy.

Another area that Nielsen looked into was the behavior of VCR owners who rent prerecorded cassettes. As Lindstrom tells it: "Among the VCR homes that are renting, pay penetration is lower—only 32 percent, compared with 44 percent for all VCR households. It appears that rental and pay (cable) may have somewhat of an effect on each other. But it's a chicken-and-egg situation, because people who have pay (cable) are much less likely to rent and you don't know which is the causal factor—whether or not people elected to get pay (cable) and say they no longer need to rent, or vice versa."

In addition, Lindstrom said that although people who rent tapes are less likely to subscribe to a pay cable service, they are more likely to subscribe to multiple pay services.

"When you look at pay (cable) households within the total sample, we're showing around 43 percent multipay, whereas among the households that rent, it's up to 47 percent, and among those that are purchasing (prerecorded cassettes), it's up to 53 percent. It's not a clear-cut issue, and it needs further investigation in order to come up with very definitive types of answers," he added.

One finding that is clear from the study is that VCRs are still used most often for time-shifting—recording a program off broadcast or cable television to be viewed at a later time convenient for the user. According to Lindstrom, 85 percent of the playbacks were taped from television, with only 15 percent done from prerecorded tapes, both rental and purchase.

However, fully 70 percent of those sampled had rented a cassette in the last year and 20 percent had bought a prerecorded tape in the last year.

Officials at Home Box Office have been doing their own research,

"We should acknowledge this tremendous acceleration of VCRs and do everything we can to make sure that our operating philosophy and marketing philosophy are compatible with VCRs."

Edward Bennett,
Executive Vice President,
Viacom International

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> *"We're seeing the effect of people beginning to become disenchanted with pay television—and that's happening whether or not they have a VCR."*
>
> *Tony Hoffman, Analyst*
> *Cralin & Co.*

trying to measure the effect of VCR usage on HBO and Cinemax. Says Seth Abraham, HBO senior vice president of programming, operations and sports: "We don't think there's enough evidence at this point to lead us to any conclusions. We have some hypotheses, but there aren't enough incontrovertible facts to let us know what will happen down the road. . .The jury's still out. No one knows whether (VCR usage) replaces pay—we don't think so, obviously."

One of Abraham's hypotheses is that HBO and Cinemax are less vulnerable to VCR usage than all-movie services due to the original programming that they offer. "As people build up libraries of films. . .it's possible the appetite for some of those films will be less," Abraham ventured. "But HBO and Cinemax, with their original (programming), are less susceptible—although they aren't immune—to any kind of dramatic cannibalization by VCRs."

David Waterman, president of Waterman & Associates and adjunct professor at the Annenberg School of Communications at the University of Southern California, says it's virtually impossible to quantify the impact of VCRs on cable television with available data.

"There are some hints that videocassette rentals and sales are substitutes to some extent for pay television subscriptions. One hint is that the people who have pay subscriptions and have VCRs tend to rent substantially less tapes than those people who have only VCRs, but that's a very indirect hint," he cautioned.

Waterman believes the primary effect will be on pay services, because videocassette sales and rentals are the closest substitute for pay cable. "The main effect, and what's going to be most important down the road, is tape sales and rentals of theatrical features," he added. "That undermines the demand for pay cable, particularly for multi-tiering, and I think those effects could be substantial and have generally been underestimated to date."

Although projections range all across the landscape, Michael Marcovsky, president of Marnel Associates, sees the number of videocassette recorders in American homes equalling or surpassing the number of pay households within two years. If that occurs, VCR usage may not only cut into the growth potential for pay services, but may actually win customers away from the pay networks.

Edward Bleier, executive vice president of Warner Bros. Televison, thinks the growth and availability of home video products could easily shake out the marginal pay television subscriber or the marginal tier. To that extent, he views VCRs as a real threat to cable.

Others see a more positive aspect. "On the plus side, (VCRs) clearly enhance pay television," observes Edward Bennett, executive vice president at Viacom International. "A VCR with pay television translates to perhaps a more intelligent use of the product because you've got greater convenience—you can increase your choices. . .and with a lot of people, particularly the young professionals and people who aren't home enough to watch TV, convenience is really important to them."

Adds Barbara Russell, an analyst with Prudential Bache: "The VCR enhances premium cable service. . .As long as the pay cable networks can keep a good stream of product flowing that the consumers not only are interested in but feel it's of recordable value, then pay cable will be bought by VCR homes."

However, while a VCR can enhance the enjoyment of a pay cable service by providing more convenience to the viewer, some people feel it will also intensify the

Total Videocassette Recorder Sales

Year	Total sales to dealers in units	Total factory sales in dollars
1980	805,000	$621,000,000
1981	1,361,000	$1,127,000,000
1982	2,035,000	$1,303,000,000
1983 (proj.)	4,150,000	$2,150,000,000
1984 (est.)	5,500,000	$2,650,000,000

Source: Electronics Industries Association Consumer Electronics Group, January 1984.

Blank Videocassettes Sales

Year	Total sales to dealers in units	Total factory sales in dollars
1982	24,700,000	$280,000,000
1983	57,000,000	$485,000,000
1984	77,000,000	$590,000,000

Source: Electronic Industries Association Consumer Electronics Group, January 1984.

Pre-recorded Videocassettes

Year	Total sales to dealers in units
1982	8,800,000
1983	9,500,000
1984	14,000,000

Source: Electronics Industries Association Consumer Electronics Group, January 1984.

Pay Cable and VCR Household Growth: 1982-1985

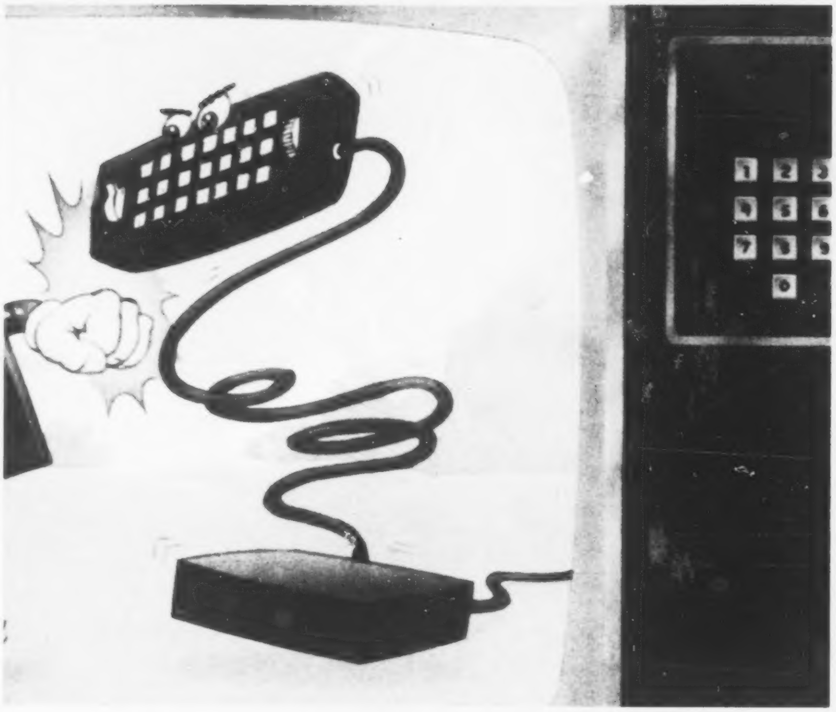
Year	Pay Cable HHs	VCR HHs
1982	14,000,000	4,500,000
1983	21,500,000	9,000,000
1984	24,000,000	14,500,000
1985	26,000,000	22,000,000

Source: the Yankee Group

VCR Owners—Pay TV and VCR Owner

- 65% have access to cable.
- 47% subscribe to cable.
- 20.1% subscribed to cable in the past, but do not do so now.

Source: Link Resources, March 1984.



Whatever the future course, videocassette recorders and pre-recorded video tapes are well-entrenched in the American marketplace, with some 10 percent of the U.S. households owning a unit.

disenchantment that some subscribers feel after viewing a service for awhile and seeing most of the service's film library. According to Tony Hoffman, an analyst with Cralin & Co., subscribers within a few years of signing up for a pay cable service can go from being overwhelmed and "pigging out" on video product to the point where they complain there's "nothing" on pay television anymore.

"We're seeing the effect of people beginning to become disenchanted with pay television—and that's happening whether or not they have a VCR. But it's intuitive that the VCR enhances that phenomenon and makes it happen quicker," he adds.

Some cable operators believe that good, aggressive marketing may go a long way toward counteracting the potential deleterious effects that videocassette recorders may have on the cable industry. "We have to try and position in people's minds the notion that not only is broadcast television complementary to VCR use and purchase, but so is pay television," according to Phillip Lind, senior vice president at Rogers Cablesystems.

"We have to really go out and create and reinforce that notion in people's minds through marketing and advertising—really go after VCR users," he adds. Lind says that one of the reasons that pay services are suffering in Canada right now, beyond considerations of price and programming, is because videocassettes had penetrated the marketplace at a much higher level before the cable industry emerged.

"If pay TV is properly marketed," contends Warner's Bleier, "people are going to understand they'll have 50, 60 or 70 opportunities a month on each of their pay channels to timeshift desirable material. So if cable marketing is very sophisticated, (the industry) could turn what looks like a threat into an opportunity."

Viacom's Bennett urges operators to become "VCR-friendly." "We should acknowledge this tremendous acceleration of VCRs and do everything we can to make sure that our operating philosophy and our marketing philosophy are compatible with VCRs."

"When our customers buy a VCR, they should be very clear about what they're buying, what is a cable-ready VCR and does it work on a cable system . . . When a customer gets a VCR, we should be ready, willing and able to provide that customer with an installation," he added. "Clearly, we don't want to be in a position where somebody goes out and buys a VCR and finds that the local cable company doesn't have existing plans and procedures in place to deal with hooking up VCRs."

Cable operators have other strategies available to them to offset the threat posed by videocassettes. "The biggest opportunity, which the cable industry has not taken advantage of yet, is pay-per-view," argues Warner Bros.' Bleier. "I'm amazed that cable has not been more agressive in installing addressability."

Waterman agrees. "The best competitor for videocassette rentals is pay-per-view . . . The unique feature of videocassettes and its competition with pay cable is that videocassettes offer unbundled pricing—movies are sold on a movie-by-movie basis—and the distributors like videocassettes for that reason, because it allows them to earn higher revenues on a per-customer basis than does monthly subscription pay cable."

"The most viable competitor of videocassettes is other media which offer this unbundled, movie-by-movie pricing because the distributors can be induced to release movies earlier and earlier," he adds. "The smartest thing cable operators can do is try to achieve addressability and to look into these hybrid, telephone-cable two-way systems to achieve two-way addressability, so that pay-per-view systems can become viable."

Rogers' Lind urges operators to "heavy up" on pay-per-view. "It's a viewer sovereignty issue, and viewers can achieve sovereignty better by pay-per-view than they can by sitting back and letting Michael Fuchs (of HBO) program for them," he contends. "The industry has to make a bigger commitment to pay-per-view, and so do the (movie) studios."

Rogers Cablesystems is presently offering pay-per-view in its Portland, Minneapolis and southern California systems, and is about to feature it in San Antonio. Lind says the company has had good success with PPV.

"You've got to out-convenience the home video industry," says Marcovsky. "It's the convenience factor that's very important. And the cable operators have both an advantage and a disadvantage.

"On the one hand, you can say that the cable operator could just be a big, expensive dinosaur with a tail that he can't even swish around town—or he can be someone who can deliver goods and services directly into the home on a most convenient basis. The cable operator is the true home video because you don't even have to go to the video store," he added.

Russell of Prudential Bache believes pay-per-view could arrange the way pay cable services are consumed at home. "The maximization of choice is probably what's more at issue . . . By and large, the consumer is not interested in the delivery system but seeks choice at a good value."

"With addressability becoming more the rule than the exception, the film companies most likely would use the cable systems as a delivery mechanism for those blockbuster films they've held back from the pay services," she continued, "and the cable companies, at the right cut of that action, have a great deal of motivation to play along with that." She added that several cable operators sell videocassettes in their local cable stores and that some large operators are looking to get into the business.

Bennett of Viacom believes fulfillment, not addressability, is the critical element necessary for pay-per-view. "How you conduct the order-taking and the transactions, the ability to order, get the product and be billed for it correctly—the missing element is a sophisticated, two-way interactive ordering and fulfillment system which makes the service convenient and easy to use," he argues. Bennett says such a system could be developed within 18 months to two years.

HBO's Abraham takes a different view. "I don't think pay-per-view is an automatic pot of gold at the end of the rainbow," he warns. "I don't think it's necessarily an automatic panacea for anybody or anything. I think it depends on the title.

"Over the last three years, there has been a handful of successful pay-per-view events," he continued. "The successes are a number of prize fights. The failures, including prize fights, are *Sophisticated Ladies*, *Pirates of Penzance* and rock shows. It all depends on the event."

Another of Abraham's hypotheses is that fights work as pay-per-view because they are news events—they are live and the outcome of the event is in doubt. "When you put on a concert or a movie, it's not in doubt. If you don't see it at that time, you can see it again. But a prize fight has a winner and a loser and that's the end of the story."

Hoffman worries that the public may be oversaturated by pay-per-view offerings. "The first guy who does (pay-per-view) and makes a success of it is going to start a landslide," he contends. "Everybody is going to think that every film they've got is pay-per-viewable. They're going to overuse pay-per-view and diminish the appreciation of it. . . There are going to be events or movies that are promoted and not watched, and revenues aren't going to be high enough—and all of a sudden everyone's going to be down on pay-per-view again."

> *"I don't think pay-per-view is an automatic pot of gold at the end of the rainbow. I don't think it's necessarily an automatic panacea for anybody or anything."*
>
> *Seth Abraham,*
> *HBO Senior Vice President/*
> *Programming*

The home video industry is just one of a growing number of alternative programming choices that are becoming available to American households in the 1980s. While each new technology seems to elicit a wave of competitive fear from the cable industry, there is little hard evidence to show that VCR use is cutting into cable viewership levels or subscription figures. And each new challenge in turn presents a new opportunity for the cable industry to tailor its operations and marketing to attract and keep customers.

As Bleier put it: "The videocassette recorder is a fundamentally appealing piece of equipment, and people are just beginning to explore the camera potentiality of it.

"To my mind, if there's any single, urgent, salient challenge of this year's technology and of this year's annual convention, it is the relationship of the videocassette recorder to cable, and the cable industry's response with pay-per-view. The cable industry has been very relaxed about pay-per-view, and now it's got to consider very seriously the challenge and the opportunity of home video." ■

CABLE STATS

Film product comparison—June

Film	Pay Networks					Distributor
Adventures of Sherlock Holmes			TMC*			Gutman
Angel of H E A T					MAX*	Carolco
The Awakening			TMC*			Warner Bros
Bad Boys					MAX*	AFD
The Barretts of Wimpole Street		ST				MGM/UA
Beach Red			TMC			MGM/UA
Best Friends	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Warner Bros
Best Little Whorehouse in Texas		ST*	(TMC)			Universal
Betrayal			TMC*			20th Century-Fox
Between Friends	HBO					R. Cooper
Bilitis: The Loves of a Young Woman					MAX*	Atlantic
Black Beauty			TMC*			Gleitzman
Blue Collar			TMC			Universal
Blue Skies Again	(HBO)		(TMC)	HTN		Warner Bros
Blue Thunder	HBO				MAX	Columbia
Boarding School		ST				Atlantic
Breathless					MAX*	Orion
The Bridge on the River Kwai		(ST)		HTN	(MAS)	Columbia
The Brood					MAX	New World
The Caine Mutiny		(ST)	(TMC)		MAX*	Columbia
Carousel					MAX*	20th Century-Fox
Carry On Emanuelle		ST*				Excel Video
Catastrophe					MAX	Viacom
Charlie Chan and the Curse of the Dragon					MAX	ACI
The Chosen				HTN		20th Century-Fox
Circle of Power		ST*				Interfilm
Class Reunion	HBO	ST	TMC			ABC
Cold River					MAX	Simcom
Courage of Black Beauty			TMC			Alan Enterprises
Crimebusters			TMC			MGM/UA
Curtains	HBO					Simcon
The Dark Crystal	HBO	ST	TMC			Henson Assoc
David and Lisa			TMC			Alan Enterprises
Dead and Buried					MAX	Film Finance
Dead End					MAX	S. Goldwyn
Deadly Force	HBO		TMC			Embassy
Devonsville Terror		ST*				Atlantic
The Diary of Anne Frank					MAX*	20th Century-Fox
The Divided Heart					MAX	Janus
Doctor Detroit	HBO	ST	TMC		MAX	Universal
Double Exposure			TMC			Crown
The Duellists			TMC			Paramount
East of Elephant Rock			TMC			Goldwyn
An Elephant Called Slowly		ST				Alan Enterprises
Emily					MAX	Atlantic
Endless Summer			TMC			Pacific Arts
Enigma					MAX	MGM/UA
Enter the Dragon			TMC*		MAX	Warner Bros
Everything You Always Wanted to Know About Sex			(TMC)		MAX	MGM/UA
Fallen Angel					MAX*	N/A
A Farewell to Arms			TMC	(HTN)		20th Century-Fox
Fast Times at Ridgemont High		ST				Universal
Fat Chance			(TMC)		MAX	Wrightwood
Fedora					MAX*	Lorimar
Felicity					MAX	Satori
Final Exam		ST				Embassy
Firefox		(ST)		HTN	MAX*	Warner Bros
First Blood					MAX*	Anabasis Invest
Five Days One Summer				HTN*		Warner Bros
Five Fingers				HTN*	(MAX)	20th Century-Fox
The Fixer		ST				MGM/UA
Ffolkes					MAX	Universal
Force Five					MAX	Viacom
Friday the 13th Pt III	HBO		(TMC)			Paramount
From the Terrace			TMC	(HTN)	MAX	20th Century-Fox
Funeral Home			TMC			Wescom
Get Crazy	HBO*					Embassy
Goodbye Emanuelle		ST*				Excel Video
Grease 2	HBO					Paramount
Gregory's Girl			TMC			Goldwyn
Guys and Dolls					MAX*	Goldwyn
The Halls of Montezuma			TMC	(HTN)		20th Century-Fox
Homeward Bound					MAX	Time Life Films
Hooch			TMC			Muller Media
Hounds of Notre Dame			TMC			Atlantic
Huckeberry Finn		ST				MGM/UA
The Hunger		ST*	(TMC)			MGM/UA
The Hunter	HBO	(ST)				Paramount
The Hustler			TMC		MAX	20th Century-Fox
I'd Climb the Highest Mountain				HTN*	MAX*	20th Century-Fox
If			TMC			Paramount
Improper Channels					MAX	Viacom
Interiors			(TMC)		MAX	MGM/UA
International Velvet	(HBO)	ST	(TMC)			MGM/UA
Interrupted Melody		ST				MGM/UA
Intimate Moments					MAX*	Embassy
Island of Adventure			TMC			Goldwyn
Jack the Giant Killer		ST*				MGM/UA
Jekyll and Hyde Together Again		ST				Paramount
Julius Caesar		ST				MGM/UA
The King of Comedy	HBO*				(MAX)	20th Century-Fox
Let the Balloon Go				HTN		Inter-Planetary
Local Hero	(HBO)	ST*	TMC*	(HTN)		Warner Bros
Lookin' to Get Out		ST	TMC			Lorimar
Love and Death			TMC*		MAX	MGM/UA
Love Child		(ST)			MAX	Warner Bros
The Man From Snowy River			TMC	HTN		20th Century-Fox
Manhattan		(ST)			MAX	MGM/UA
Manny's Orphans		ST*		(HTN)		Castle Hill
Man Who Saw Tomorrow			(TMC)		MAX*	Warner Bros
Margie				HTN*		20th Century-Fox
Marilyn					MAX	Time Life Films
Mary White			TMC	(HTN)		UPA
Megaforce					MAX*	Film Gallery
Middle Age Crazy	HBO					Tormont
Midsummer Night's Sex Comedy		ST	TMC		MAX	Warner Bros
Mistress Pamela		ST				Intercontinental
Mountain Family Robinson	HBO	(ST)	(TMC)	(HTN)		Simcom
Nightshift		ST	(TMC)		(MAX)	Warner Bros
No Highway in the Sky				HTN*		20th Century-Fox
Odyssey of the Pacific		ST	(TMC)	HTN*		Universal
An Officer and a Gentleman			TMC*			Paramount

Burt Reynolds and Goldie Hawn co-star in 'Best Friends'

CABLE STATS

Film	Pay Networks					Distributor
Oh, What a Lovely War			TMC			Paramount
On the Waterfront		ST	(TMC)	(HTN)	(MAX)	Columbia
Oklahoma!					MAX	S. Goldwyn
Oliver Twist		ST				London Weekend
Penetentiary		ST	(TMC)			MGM/UA
The Pirate Movie	HBO		(TMC)	HTN*		20th Century-Fox
The Playbirds					MAX	Satori
Please Believe Me		ST				MGM/UA
Poltergeist	HBO*	(ST)	(TMC)			MGM/UA
The Pony Soldier				(HTN)	MAX	20th Century-Fox
Porky's		(ST)	TMC		(MAX)	20th Century-Fox
Pride of the Yankees					MAX	N/A
The Prizefighter					MAX*	Prizefighter Ltd
Professor Wagstaff's Time Machine		ST				Satori
Prom Night	HBO					Embassy
Psycho II	HBO	ST	TMC			Universal
Puberty Blues					MAX	Universal
"Q"			TMC			UFS
Race for the Yankee Zephyr	HBO					Hemdale
Raggedy Man		ST			MAX	Universal
Riddle of the Sands	HBO*		TMC*			Satori
Right of Way	HBO					Schaefer-Karpf
Rocky III	HBO	ST*	(TMC)	HTN	(MAX)	MGM/UA
The Runner Stumbles					MAX	Viacom
Savage Harvest					MAX	Savage Harvest
The Second Time Around				HTN*	(MAX)	20th Century-Fox
Sherlock Holmes and the Pearl of Death			TMC*			Gutman
Sherlock Holmes and the Scarlet Claw			TMC*			Gutman
Sherlock Holmes and the Spider Woman			TMC*			Gutman
Sherlock Holmes and the Woman in Green			TMC*			Gutman
Shipwreck	(HBO)		TMC			Warner Bros
Sign of Four	(HBO)	ST	(TMC)			PSO
Singing Nun		ST				MGM/UA
Sink the Bismark		ST		(HTN)	(MAX)	20th Century-Fox
Sitting Ducks		ST				UFD
Six Pack	HBO	(ST)	TMC	HTN	(MAX)	20th Century-Fox
Smilin' Through		ST				MGM/UA
Soldier of Orange					MAX	S. Goldwyn
Sophie's Choice	HBO*					ITC
Space Hunter					MAX	Columbia
Spasms			TMC			Bill Andrews
Splendor		ST				Goldwyn
Split Image	HBO*					Poly Gram
Spring Break	HBO					Columbia
Squeeze Play		ST	(TMC)			Troma
Stars and Stripes Forever				HTN		20th Century-Fox
Stardust Memories			TMC*		MAX	MGM/UA
Star Trek II The Wrath of Khan	(HBO)	ST*	TMC	(HTN)		Paramount
St. Helens					MAX	M. Murphy
Still of the Night	HBO				(MAX)	MGM/UA
The Sting II	HBO	ST	TMC			Universal
Summer Lovers		(ST)	TMC*		MAX	Orion
Swamp Thing			(TMC)		MAX	Embassy
The Swarm			TMC			Warner Bros
Ten Speed				HTN		NBS Video
10 to Midnight	HBO	(ST)	(TMC)		(MAX)	Viacom
There's No Business Like Show Business				(HTN)	MAX*	20th Century-Fox
Threshold	(HBO)	ST	(TMC)			20th Century-Fox
A Time to Die	HBO*					Almi Group
Time Walker		ST		(HTN)		Wescom
Tin Man	HBO*		TMC*			Goldfarb
The Towering Inferno			TMC		MAX*	20th Century-Fox
The Toy			(TMC)	[illegible]	(MAX)	Columbia
The Trouble with Girls		ST*				MGM/UA
Twilight Zone-The Movie	(HBO)	(ST)	(TMC)	HTN		Warner Bros
Vacation	HBO	ST	TMC		MAX	Warner Bros
The Verdict		(ST)	TMC		MAX	20th Century-Fox
Vice Squad		(ST)			MAX	Embassy
Voices	HBO		TMC			MGM/UA
Waltz Across Texas			TMC	(HTN)	MAX*	Atlantic
War Games	HBO*	ST*	(TMC)	(HTN)	MAX*	MGM/UA
Waterhole #3			TMC*			Paramount
The Wedding Night		ST				Goldwyn
Where the Lilies Bloom		ST*				MGM/UA
Where the Spies Are		ST				MGM/UA
Whose Life Is It Anyway?		(ST)			MAX	MGM/UA
X ray		ST				Cannon
Year of Living Dangerously	HBO*	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
The Young Lions				HTN	(MAX)	20th Century-Fox

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in January, February, March, April, May and/or June

- An asterisk indicates that the film is a carry-over from January, February, March, April, May and/or June

- In total, 18 films appear on the June schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, five films have played on all five services, eight films have played on four of the five services, 23 on three services and 41 on two services. One hundred fourteen were unduplicated.

- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 30, followed by 20th Century-Fox with 26 and Warner Bros. with 15.

- National Lampoon's *Vacation* is featured on HBO's June program guide cover along with *Carlin on Campus* starring George Carlin, the *Paul Newman Festival* and *Blue Thunder*. Home Theater Network features *Blue Skies Again* on its program guide cover. On Showtime's program guide cover appears *Stevie Wonder Comes Home*, *Frankenstein on Broadway* and *Paper Chase: The Second Year*. Featured on The Movie Channel program guide is National Lampoon's *Vacation*, *Psycho II* and *The Dark Crystal*.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	242,283	(4/84)
2	Woodbury (Long Island), NY	Cablevision Systems	225,000	(3/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,414	(4/84)
5	Florida Division[1]	ATC	179,800	(12/83)
6	San Antonio, TX	Rogers Cablesystems	178,840	(4/84)
7	East Orange, NJ	MacLean Hunter	160,109	(3/84)
8	Cincinnati area, OH	Warner Amex	137,090	(4/84)
9	Wayne, NJ	UA Cablesystems	130,156	(4/84)
10	Tulsa, OK	United Cable	114,099	(4/84)
11	Audubon, NJ	NYT Cable	113,388	(4/84)
12	Atlanta, metro area	Prime Cable	109,000	(4/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Erie County, NY	Prime Cable Corp	106,444	(4/84)
15	Baltimore County, MD	Comcast Cable	106,000	(4/84)
16	Tidewater (Norfolk), VA	Cox Cable	103,866	(4/84)
17	San Jose, CA	Gill Industries	102,000	(4/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Jacksonville, FL	Continental	95,869	(4/84)

1 Includes Orlando, FL and Melbourne, FL
2 Includes DeKalb, GA, Atlanta, GA and East Pt. College, GA

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.	2,766,000	(1/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,988,352	(4/84)
4	Cox Cable Communications Inc	1,494,008	(4/84)
5	Storer Cable Communications	1,413,000	(3/84)
6	Warner Amex Cable Communications Inc	1,382,983	(4/84)
7	Times Mirror Cable TV Inc	961,638	(4/84)
8	Continental Cablevision	868,000	(4/84)
9	Newhouse Broadcasting	835,977	(4/84)
10	Viacom Cablevision	747,145	(4/84)
11	United Cable Television Corp	649,000	(3/84)
12	Sammons Communications Inc	593,000	(4/84)
13	Rogers Cablesystems Inc	526,000	(4/84)
14	Cablevision Systems Development Co	502,000	(4/84)
15	Comcast Cable Communications	459,000	(4/84)
16	Telecable Corp	410,478	(4/84)
17	Jones Intercable	387,748	(4/84)
18	Heritage Communications Inc	379,288	(4/84)
19	Capital Cities Cable Inc	354,560	(4/84)
20	UA Cablesystems Corp	345,549	(4/84)

1 Includes MetroVision, NewChannels, Vision Cable

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

CN720-2

PLUS NCTA '84 Photo Wrap

- **High Court ruling curbs state, local reg powers**
- **FCC affirms pole attachment rights of Wis. op**
- **MTV, NICK in $82 million public offering**
- **TV dealers fight N.C. op's scrambling**

CableVision™

The news and features weekly of the cable television industry
July 2, 1984

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CableVision

This Week in Cable, pages 16-25

July 2, 1984, Volume 9, Number 44

HANDS OFF CABLE, COURT SAYS

The Supreme Court unanimously ruled the state of Oklahoma cannot require that cable operators remove wine and liquor ads from imported television stations. The decision, which broadly asserted the authority of the FCC to regulate cable television, was hailed as a major victory for the cable industry over local and state controls, and appeared to further weaken support for cable legislation, expected to be voted on this week.

ESPN BLOCKS TURNER'S USFL BID

ESPN will continue covering the United States Football League for the next three years, under an agreement reached with the league last week. The network held off a $62 million bid by Turner Broadcasting for exclusive USFL cable coverage.

MTV, NICK: PART PUBLIC FOR BUCKS

MTV and Nickelodeon are going one-third public in a move designed to raise at least $82 million. MTV Networks Inc., a new corporate entity, has filed for an initial public offering of more than 5 million shares of common stock. Parents Warner Communications and American Express plan to retain 66 percent of the new company's equity and 91 percent of the voting control.

PALO ALTO GETS DOWN TO BIZ

The city of Palo Alto will begin negotiations shortly with two private bidders for this city's 100,000 homes-passed franchise. Pacific Bell, which had wanted to build the system, could still forge a deal with one of the private companies.

PROGRAMMING 27

Two series premiering on The Learning Channel over the next year will be devoted to independently produced films and videos on public affairs and cultural topics. The selection of product for the programs will be made this week.

MARKETING/ADVERTISING 32

Cable-ready TV sales are still a hot issue in beleaguered Raleigh, N.C., where the cable company is tired of making headlines. TV dealers think American Cablevision should unscramble all its signals except basic.

BUSINESS 61

TCI President John Malone, at an annual meeting in Denver, plans to stick to his plain-vanilla philosophy even as the company moves into new turf: the big city environments of Pittsburgh, Chicago and St. Louis.

GOVERNMENT & LAW 66

The FCC last week ordered Wisconsin Bell to continue to provide pole attachments to RVS Cable Corp., which has been battling the BOC over the right to provide cable service in Brookfield, Wis.

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About the cover

Rhoda Pollock captured this impressionistic look at one portal through which NCTA '84 attendees passed.

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PLUS

NCTA '84: Looking ahead, a pictorial look back

This week's *CableVision Plus* is devoted to Senior Editor Fred Dawson's impression of the recent fete, and how what transpired in Las Vegas may affect the industry in coming months and years. Also, photographers Rhoda Pollock and Val DeWald provide a pictorial wrap-up of the convention, the programming conference and related happenings.

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BPA

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) ..	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable ..	36.7%
Percent of HP with basic cable ..	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since May 1984.

Arizona
Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)
Gilbert—negotiating with Masada Corp. (3,000 homes)

California
Avalon—award to Catalina Cable TV 4/3/84 (1,500 homes)
Chino—only proposal received from Buena Vista Cable TV (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—proposals from Buena Vision Telecommunications and Falcon Communications
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—negotiating with KTS Corp. for operation of city owned system (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83. (166,000 homes)
East Yolo—proposals submitted by Cablevision, Sonics, Yolo Communications, and Federal Communications Inc., award expected by 7/84 (10,000 homes)
La Puente—only proposal submitted by United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating with United Cable TV, award expected 5/84 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes)
South Monrovia—proposals received from Falcon Communications and Acton Corp. (5,400 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
proposals received from D.C. Telecommunications Development Corp., Capital City Cable and District Cablevision Inc., award expected 6/84 (254,000 homes)

Florida
Fellsmere—award to Sci Ad 3/29/84 (1,500 homes)
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—final awards granted to four of five areas. Area I proposals under review (300,000 homes), Area II award to Group W (217,000 homes), Area III award to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) 6,000 homes), Area V to Continental Cablevision (188,000 homes)
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes)
Elmwood Park—RFP issued (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—award to Multimedia 3/19/84 (7,100 homes)
Wheaton—award to Centel 7/2/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diognol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—award to Liberty Communications (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 5/8/84
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—proposal from TCI, award expected 6/84 (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—only proposal submitted by United Cable, award expected by 7/84 (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—exploring municipal ownership of cable
Berkley, Dighton, Freetown—preliminary award to Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—RFP issued (43,000 homes)
Dedham—award to Bay Cable TV 11/17/84 (8,000 homes)
East Bridgewater—Campbell Communications denied award. Campbell is appealing (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable (2,000 homes)
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holiston—preliminary award to Massachusetts Cablevision Systems Inc (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and TeleCommunications Inc. (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—proposals from United Cablevision and Massachusetts Cablevision Systems Inc (1,200 homes)
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes)
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)

Shirley—proposals submitted by United CableVision and Mashoba Communications (1,827 homes)
Southborough—only proposal from Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co. award expected 6/84 (2,000 homes)
Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—award to Nashoba Communications 11/83 (2,306 homes)
Upton—award to Worster Cablevision Inc. 1/9/84 (1,600 homes)
Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—proposals under review. award expected by 7/83 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative, Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—negotiating with Getty TV
Jerome Township—award to Whitney Cablevision
Lake Orion—negotiating with Tribune United (7,800 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc. to complete with existing franchised cable system, Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—award to Continental Cablevision 5/21/84 (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St. Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—proposals received from North American, Valley View and Dowden Communications (5,227 homes)
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—proposals received from Rite Cable and Dow-Sat Cable of Minnesota
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel. Co. 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel. Co. 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 9/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—proposals submitted by Dowden Communications and Rite Cable Company of Minnesota (457 homes)
Menahga—award to West Central Tel. Co. 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communciations 10/83 (200 homes)
Oklee—award to Garden Valley Tel. Co. 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel. Co. 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel. Co. 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—beginning process (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St. Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—plan municipal ownership (1,600 homes)

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—negotiating with Harron Communications (1,124 homes)
Pelham—award to Harron Communications 3/27/84 (2,500 homes)
Sandown—proposals received from Harron Co. and Continental (800 homes)
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes)

New Jersey
Jersey City—determining cable options
Patterson—plan municipal ownership, RFP issued for operation (55,000 homes)

New York
Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes)
Mayville—award to U.S. Cable 9/26/83 (5,430 homes)
Mt. Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable and Vision Cable—Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—proposal from Community Cable Services (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes)

North Carolina
Camden County—award to Cable East 5/7/84
Jackson—negotiating with Cable South Inc. (400 homes)
Pamilico County—award to Kounty Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—preliminary award to Oberlin Cable Co-Op (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—award to Eagle Cable Systems Inc. 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—award to Scatcom Cable 11/83 (800 homes)
Philadelphia—city is divided into four areas. RFPs have been reissued for the four areas with a deadline for 7/2/84 (each area 155,000 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—award to Teltran 4/3/84 (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—award to Berryville TV Cable Co. 4/17/84 (500 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communications 2/1/84 (16,697 homes)

Washington
Granger, Toppenish, Wanato, Zilah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp. 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with Teledata Systems (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes)

Source: Titsch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas Area I FP Areas II, III, IV, V FG
4	Philadelphia	City is divided into N,S,E,W-RP additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FP
9	Clevland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP, 1-BP), Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FG
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titsch Communications Inc.

PLUS
MARKETING
How to avoid churn

- DBS doubts grow as CBS withdraws from STC
- Supreme Court strikes NCAA pigskin contracts
- 4103 moves to House; NCTA presses cities
- TCI wants to strip Pittsburgh of interactivity

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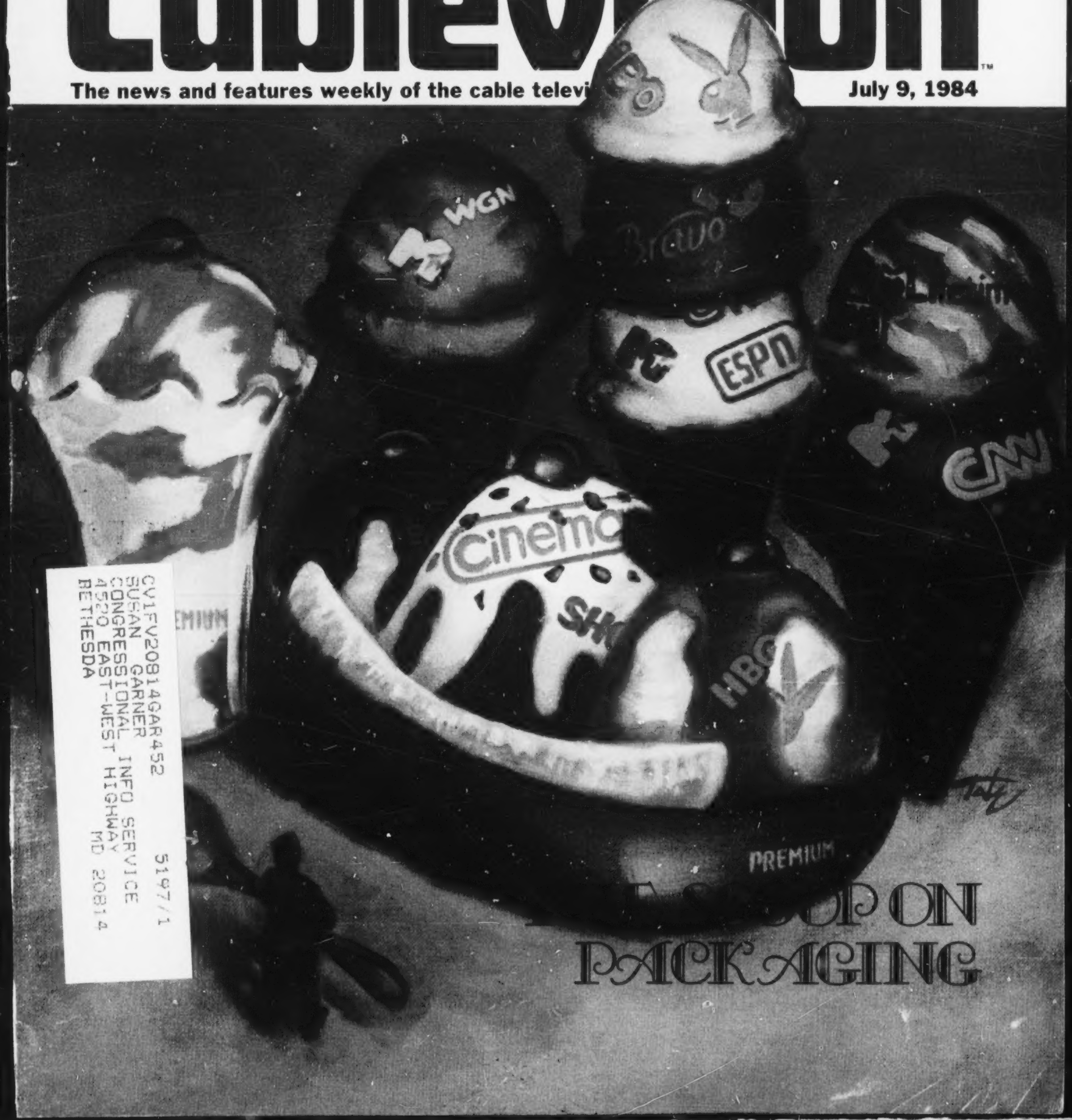
CableVision

The news and features weekly of the cable televi

July 9, 1984



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THE SCOOP ON PACKAGING

CableVision

This Week in Cable, pages 14-19

July 9, 1984, Volume 9, Number 45

CBS BACKS OUT OF DBS

After months of joint venture talks with Comsat and its Satellite Television Corp. division, the broadcast giant decides not to proceed as a DBS partner.

COURT BLOCKS NCAA PACTS

The Supreme Court rules that the National Collegiate Athletic Association's football pact with CBS, ABC and ESPN is illegal. The ruling sends college football schools and cable networks scurrying for new alliances, new deals.

DEREG BILL MOVES—SLOWLY

The House Commerce Committee reports H.R. 4103 to the full House amid controversy surrounding the bill's rate regulation and apartment access provisions. NCTA wants further concessions from cities.

SMALLER IS BETTER, TCI TELLS PITT

Tele-Communications Inc. proposes to cut activated channels from 63 to 44 and eliminate interactive services if the Denver-based MSO takes over Warner Amex's troubled Pittsburgh system as planned.

DALLAS OKAYS W-A SCALEBACKS

Conceding Warner Amex's arguments that economic circumstances dictate franchise changes, the Dallas City Council has approved many of the concessions the sixth-ranked MSO requested.

PROGRAMMING 20

United Video's latest cable product, its 24-hour Cable SportsTicker text service, is ready to be sold to regional sports networks this summer and to operators later this year. Also: Robert DiMatteo reviews Nickelodeon's new animated series, *Belle and Sebastian*.

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ELRA Group's CableMark Probe study results from January and February echo the findings of International Communications Research's benchmark study for the National Cable Television Association: Consumers are satisfied with cable, ELRA reports, and the majority of current subscribers are not inclined to disconnect service.

BUSINESS 39

Showtime The Movie Channel's affiliate anti-theft campaign gets a big send-off in Denver. Case studies show results are worth the effort.

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The recent Supreme Court ruling granting the FCC authority over the regulation of cable by local governments may cause problems with the industry's challenge to the FCC's must-carry rules.

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About the cover

Artist Clark Tate scoops up delectable-looking cones, sundaes and a parfait to illustrate the packaging and tiering issues.

PLUS

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The latest scoop on packaging, tiering

As packaging and so-called "bundling" become more prevalent in the marketing of cable services, operators find themselves facing more hard choices: Do they concentrate on packaging—of pays, and in some cases, pays with "expanded" basics—or do they stress a la carte? And if they package, do they increase value or merely reduce customer choice? Associate Editor Cecilia Capuzzi explores these and other questions. Also, Simon Applebaum offers up tips to avoid churn, as advocated by industry players.

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BPA

ELRA FINDS SUBS HAPPY WITH CABLE

44 pct. 'very satisfied' in CableMark Probe

SAN FRANCISCO—Echoing the recent results of a study by International Communications Research are ELRA Group's CableMark Probe study last January and February found subscribers to be extremely satisfied with cable television offerings. Overall, 86.3 percent said they were at least somewhat satisfied with cable while 44 percent of those were "very satisfied." The results are the highest recorded by ELRA in two years and represent a four point gain from the previous quarter.

The study, which is the next to last in ELRA's Probe I series of month-long surveys, also found a correlating decrease in intentions to disconnect among single pay homes, middle-income households, subscribers in mid-sized systems and subscribers paying $18 to $22 per month for cable.

Among upper income households, multi-pay homes and subscribers in some larger systems, however, intent to disconnect showed a sharp rise. According to Bruce Hoban, ELRA research vice president, if the trend to disconnect continues in these households, it could signal a "growing price resistance among cable's highest paying consumers."

Of those planning to disconnect, 41.4 percent cited cost as the predominant reason. Poor programming and household relocation ranked second and third with 17.1 percent and 15.7 percent, respectively, reporting those factors. Poor reception caused 10 percent of respondents to consider disconnecting, while poor customer service caused 5.7 percent to consider canceling cable.

The results of the winter CableMark Probe study also show the effects of network ratings sweeps on television viewing. Cable and network satisfaction among viewers fell in the early February sweeps period compared with the two weeks immediately preceding the sweeps in late January. Distant signals, as a group, measured the largest decreases. Hoban said part of the decline in satisfaction during this time might have to do with the networks' "promotional overkill." "There's so much hype. Viewers are bombarded with it . . . Their expectations aren't met."

Hoban said the study also found that cable programming designed to attract women was not appealing to them. "They are more likely to stick to network prime time than are men or teens," Hoban said. He said ELRA has not yet been able to determine why women are resisting this programming.

"We're trying to reach conclusions," Hoban said about women's viewing habits and the disconnect data. "Right now, it's too early to tell." Hoban said he hopes ELRA's second CableMark Probe series, which began in June and is continuing, will address those and other issues.

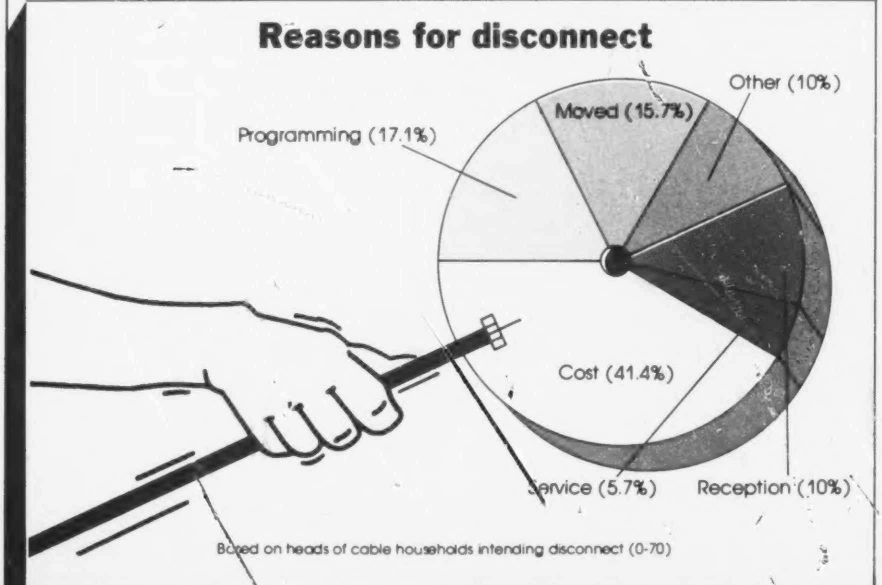
The new survey is polling 3,000 subscribers and non-subscribers, rather than the previous 2,000-person sample in the Probe I series. It also interviews the head of the household, along with another randomly designated respondent in the home who is at least 12 years old. The Probe II study gives equal weight to subscriber and non-subscriber response, interviewing each for 30 minutes. This allows ELRA to "perfectly parallel" the responses from each group, Hoban said.

Hoban expects the CableMark Probe II study to examine the impact of "sources that contribute to the viewing decision," such as cable guides and Sunday newspaper supplements.

"Our approach with (CableMark Probe II) is to gear it to helping (operators) with marketing and promotion, rather than making it just an advertising tool for agencies," Hoban said.

International Communications Research's benchmark study on subscriber satisfaction for the National Cable Television Association polled 1,501 people and found that five out of every six current subscribers, or more than 80 percent, said they were very or somewhat satisfied with cable.

—*Cecilia Capuzzi*



Based on heads of cable households intending disconnect (0-70)

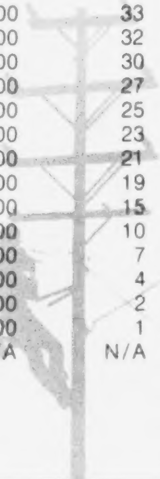
Notes

- Whaling City Cable TV received a 1984 Southeastern Massachusetts Advertising Club "TAC" award. The Colony system, which services New Bedford and Dartmouth, Mass., won for work on its Com Electric account. The awards are given annually to Massachusetts Ad Club members to encourage creative excellence.
- The Disney Channel subscriber count jumped 12.4 percent during May, with more than 125,000 subscribers signing up during the four-week period. The Disney Channel's subscriber total is now 1,132,389. The May subscriber acquisitions are the highest in a single month, according to Jim Jimirro, Disney Channel president. The channel, which is now available in all 50 states, has signed 1,712 systems and 46 of the top 50 MSOs.
- The Disney Channel conducted an extensive promotion in Independence, Miss., on June 29 through July 1 to assist local operators with acquisition and retention. A "Mousercise" show was staged at Independence Center Mall to promote Landmark Cablevision; Disney character appearances at a Kansas City Royals baseball game honored Donald Duck's 50th birthday; a special Donald Duck birthday breakfast was hosted by Mickey Mouse, Minnie and Goofy on July 1; and the entire Mousercise cast visited the children's ward at Independence Medical Center.
- ESPN introduced an expanded sales presentation kit and will conduct regional seminars this summer to train sales staffs to use materials in the kit. Each sales kit contains a seven-minute video featuring ESPN programming highlights, ratings and demographic information and testimonials from local retailers.
- United Video's The Electronic Program Guide (EPG) has signed on Falcon Cable's Alhambra, Calif., system with 52,000 subscribers. With its most recent affiliate, EPG passed the 3 million subscriber mark.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source CableProFile Data Base INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable	36.7%
Percent of HP with basic cable	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30 1984
Source CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville s Easy Listening (audio	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Bible (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Quotrader (text)	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Sports Time Cable Network	4
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
Biznet (Viacom)	15
Bravo (ESPN)	2
KKGO-FM	17
National Christian Network	7
Playboy (evenings)	12
Santa Fe Communications	23
SPN	3
SportsVision	9
Trinity	17
WPIX	19

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
Wold Communications	6D 9X, 10D

Westar V (Western Union)	**Transponder**
American Christian Television Systems	2X
ARTS and Entertainment	12D
The Disney Channel (Wold Communications)	5X 6X
FNN	11D
Meadows Racing Network	8X
Nashville Network (Group W)	9D
National Jewish Television	12X
Pro Am Sports System	7X
SelecTV (Wold Communications)	3D
Sportsvue	4X
University Network	1X

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	5V 6V
The Silent Network	9H

Galaxy I (Hughes)	**Transponder**
BET	17
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel	4 24
GalaVision (SIN)	20
HBO	23
Home Team Sports	12
The Movie Channel	14
Nashville Network	2
SIN	6
Turner Broadcasting	7 18
WOR-TV	15

Source Titsch Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,798,000	(3/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,988,352	(4/84)
4	Cox Cable Communications Inc	1,503,402	(5/84)
5	Storer Cable Communications	1,413,000	(3/84)
6	Warner Amex Cable Communications Inc	1,382,983	(4/84)
7	Times Mirror Cable TV Inc	972,703	(5/84)
8	Continental Cablevision	875,000	(5/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	753,900	(5/84)
11	United Cable Television Corp	663,000	(5/84)
12	Sammons Communications Inc	594,000	(5/84)
13	Rogers Cablesystems Inc	539,848	(5/84)
14	Cablevision Systems Development Co	502,000	(4/84)
15	Comcast Cable Communications	461,000	(5/84)
16	Telecable Corp	411,740	(5/84)
17	Jones Intercable	390,785	(5/84)
18	Heritage Communications Inc	390,403	(5/84)
19	Capital Cities Cable Inc	356,690	(5/84)
20	UA Cablesystems Corp	345,549	(5/84)
21	General Electric Cablevision	326,600	(5/84)
22	Wometco Cable TV Inc	289,698	(5/84)
23	Century Communications Corp	275,000	(4/84)
24	Prime Cable Corp	274,018	(5/84)
25	Multimedia Cablevision Inc	257,005	(5/84)
26	TCA Group	244,589	(5/84)
27	Centel Cable Television Co	243,320	(5/84)
28	Daniels & Associates	240,041	(4/84)
29	MacLean Hunter Cable TV Ltd	237,000	(5/84)
30	American Cablesystems Corp	196,618	(5/84)
31	Scripps-Howard	193,154	(5/84)
32	Service Electric Cable TV Inc	189,500	(4/84)
33	Adelphia Communications	184,500	(5/84)
34	Colony Communications Inc	183,627	(5/84)
35	Cable Vision Industries	181,607	(5/84)
36	Communications Service Inc	175,000	(9/83)
37	Rollins Inc	174,415	(5/84)
38	Cablentertainment	167,124	(4/84)
39	Tribune Cable Communications	161,533	(5/84)
40	Harte Hanks Communications	153,596	(5/84)
41	Western Communications	148,318	(5/84)
42	McDonald Group	139,585	(6/83)
43	Adams-Russell Communications	130,000	(5/84)
44	Harron Communications Corp	127,159	(5/84)
45	Midcontinent Cable Systems Co	126,881	(5/84)
46	Midwest Video Corp	118,102	(9/83)
47	McCaw Communications	117,200	(5/84)
48	Buckeye Cablevision	116,628	(5/84)
49	Sutton Capital Group	114,723	(5/84)
50	Televents Inc	108,493	(5/84)
51	Falcon Communications	108,161	(4/84)
52	Armstrong Utilities	105,456	(5/84)
53	Harris Cable Corp	103,186	(4/84)
54	Communications Systems Inc	94,655	(4/84)
55	Lenfest Group	89,689	(5/84)
56	Summit Communications	88,797	(5/84)
57	Multi-Channel TV Cable Co	87,755	(4/84)
58	Greater Media	84,642	(4/84)
59	US Cable Corp	84,500	(4/84)
60	McClatchy Newspapers	83,082	(5/84)
61	King Videocable Co	80,505	(5/84)
62	National Telecommunications Corp	76,450	(3/84)
63	Palmer Communications	76,266	(5/84)
64	Perry Cable TV Corp	74,727	(5/84)
65	WEHCO Video Inc	73,750	(5/84)
66	Acton Corp	72,000	(5/84)
67	The Essex Group	70,364	(5/84)
68	Omega Communications	68,000	(4/84)
69	Susquehanna Broadcasting	67,196	(5/84)
70	Wabash Cablevision	64,616	(5/84)
71	Cable Management Associates Inc	64,200	(5/84)
72	Sonic Cable TV	63,941	(4/84)
73	Pencor Services Inc	63,450	(5/84)
74	Booth Communications	62,802	(5/84)
75	Marsh Media	56,077	(5/84)
76	Selkirk Communications	52,657	(5/84)
77	Omni Cable TV Corp	52,509	(12/83)
78	The Daily Press	52,000	(4/84)
79	Simmons Communications	47,014	(5/84)
80	Matrix Enterprises	43,743	(5/84)
81	Helicon Corp	43,050	(5/84)
82	Cencom Cable Association	41,509	(5/84)
83	Chambers Communications Corp	40,998	(5/84)
84	Donrey Cablevision	40,523	(5/84)
85	Joseph Gans	39,927	(5/84)
86	Combined Cable Corp	38,759	(5/84)
87	National Cablesystems Inc	38,212	(5/84)
88	Marcus Communications	37,440	(5/84)
89	Masada Corp	36,350	(5/84)
90	New England Cablevision Inc	35,810	(5/84)
91	United Video Management	35,400	(4/84)
92	Multivision Group	33,771	(5/84)
93	Cable Holdings Inc	33,325	(5/84)
94	Wisconsin Cablevision and Radio Co Inc	32,088	(5/84)
95	First Carolina Communications Inc	31,759	(5/84)
96	Whitney Communications Corp	30,000	(5/84)
97	United Broadcasting Co	30,000	(3/84)
98	Southern Cablevision	30,000	(4/83)
99	Mid America Media	28,061	(4/84)
100	Consolidated Cable Systems	27,629	(5/84)

Source Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	243,570	(5/84)
2	Woodbury (Long Island), NY	Cablevision Systems	225,000	(3/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,414	(4/84)
5	San Antonio, TX	Rogers Cablesystems	183,780	(5/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	162,330	(5/84)
8	Cincinnati area, OH	Warner Amex	137,090	(4/84)
9	Wayne, NJ	UA Cablesystems	130,413	(5/84)
10	Tulsa, OK	United Cable	115,259	(5/84)
11	Audubon, NJ	NYT Cable	114,623	(5/84)
12	Atlanta Metro Area, GA	Prime Cable	110,165	(5/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Erie County, NY	Prime Cable Corp	106,798	(5/84)
15	Baltimore County, MD	Comcast Cable	106,700	(5/84)
16	Tidewater (Norfolk), VA	Cox Cable	105,080	(5/84)
17	San Jose, CA	Gill Industries	102,233	(5/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Toledo, OH	Buckeye Cablevision	96,251	(5/84)
21	Jacksonville, FL	Continental	96,000	(5/84)
22	Englewood, CO	United Cable	95,255	(5/84)
23	Central Islip, NY	Viacom Cablevision	94,900	(5/84)
24	Memphis, TN	ATC	94,300	(12/83)
25	Seattle, WA	Group W Cable	94,212	(3/84)
26	Jefferson Parish/Kenner, LA	Cox Cable	92,666	(5/84)
27	Manhattan, NY	Group W Cable	89,536	(3/84)
28	San Juan, PR	Harris Cable Corp	88,463	(4/84)
29	San Francisco, CA	Viacom Cablevision	86,300	(5/84)
30	Grand Rapids, MI	General Electric	81,233	(5/84)
31	Wichita, KA	Multimedia Cablevision	80,476	(5/84)
32	Wilmington, DE	Rollins Cable	80,212	(5/84)
33	San Diego, CA	ATC	78,900	(12/83)
34	Dallas, TX	Warner Amex	78,825	(4/84)
35	Seattle, WA	Viacom Cablevision	77,500	(5/84)
36	Phoenix, AZ	Times Mirror	75,661	(5/84)
37	Pittsburgh, PA	Warner Amex	74,287	(4/84)
38	New Orleans, LA	Cox Cable	71,425	(5/84)
39	Flint, MI	Comcast Cable	71,200	(5/84)
40	South Bend, IN	Heritage	67,660	(5/84)
41	Omaha, NE	Cox Cable	66,423	(5/84)
42	Richmond/Henrico County, VA	Continental	66,218	(5/84)
43	Tacoma, WA	Cable TV of Puget Sound	66,113	(5/84)
44	Broward County, FL	Storer	65,660	(4/84)
45	Louisville, KY	Times Mirror	65,542	(5/84)
46	Charlotte, NC	ATC	64,600	(12/83)
47	Baton Rouge, LA	Daniels & Assoc	64,258	(4/84)
48	Cleveland Heights, OH	Viacom Cablevision	63,800	(5/84)
49	Jefferson County, KY	Storer	63,508	(4/84)
50	Santa Monica, CA	Group W Cable	63,500	(5/84)
51	Las Vegas, NV	Times Mirror	63,487	(5/84)
52	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
53	Oklahoma City, OK	Cox Cable	62,917	(5/84)
54	Columbus, OH	Warner Amex	62,119	(4/84)
55	Buffalo, NY	TCI	61,000	(3/84)
56	Akron, OH	Warner Amex	60,772	(4/84)
57	St Petersburg, FL	Group W Cable	60,400	(5/84)
58	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
59	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
60	Clearwater, FL	Newhouse Broadcasting	60,000	(5/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Kansas City, MO	ATC	59,100	(12/83)
63	Santa Barbara, CA	Cox Cable	58,880	(5/84)
64	Snohomish County, WA	Viacom Cablevision	58,600	(5/84)
65	Syracuse Suburbs, NY	New Channels Corp	58,463	5/84
66	El Paso, TX	Group W Cable	58,401	(3/84)
67	Monterey, CA	Western Communications	58,278	(5/84)
68	Sarasota, FL	Storer Cable	57,642	(4/84)
69	Harrisburg, PA	Sammons Communications	57,000	(5/84)
70	Chicago Suburbans (Oak Park), IL	Cablevision	56,522	(5/84)
71	Hartford, CT	Times Mirror	56,275	(5/84)
72	New Britain, CT	United Cable	55,825	(5/84)
73	Madison, WI	Midcontinent Cable/TCI	55,375	(5/84)
74	Allentown, PA	Twin County Cable TV Inc	55,000	(3/84)
75	Des Moines, IA	Heritage Communication	54,932	(5/84)
76	Nashville, TN	Viacom	54,600	(5/84)
77	Binghamton, NY	NewChannels	54,565	(5/84)
78	Columbus, OH	Coaxial Communications	54,160	(5/84)
79	Chattanooga, TN	TeleScripps	54,099	(5/84)
80	Bridgeport, CT	Cablevision/Scripps Howard	54,000	(5/84)
81	Knoxville, TN	TeleScripps	53,985	(5/84)
82	New Haven, CT	Storer	53,619	(4/84)
83	Port Arthur, TX	TCI	52,470	(12/83)
84	Canton, OH	Warner Amex	52,367	(12/83)
85	Greater Boston, MA	CableVision of Boston	52,033	5/84
86	Lexington, KY	Telecable Corp	51,532	(5/84)
87	Charleston, SC	Storer	51,457	(4/84)
88	Westchester County, NY	UA Cablesystems Corp	51,422	(5/84)
89	Worcester (Leicester), MA	Greater Media	51,402	(4/84)
90	Shreveport, LA	ATC	51,400	(12/83)
91	Escondido/San Diego Cty, CA	Times Mirror	51,037	(5/84)
92	Los Angeles, CA	Falcon Communications	51,000	5/84
93	Jackson, MS	ATC	50,700	(12/83)
94	San Rafael/Marin Cty, CA	Viacom	50,300	(5/84)
95	Reading, PA	ATC	50,000	(12/83)
96	Albuquerque, NM	Tribune Cable	49,416	(5/84)
97	Winston-Salem, NC	Summit Communications	49,178	(5/84)
98	Quint Cities, IL	Cox Cable	48,148	(5/84)
99	Birmingham, AL	ATC	48,000	(5/84)
100	Peoria, IL	General Electric	47,700	(5/84)

1 Includes Orlando, FL and Melbourne, FL

Source Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

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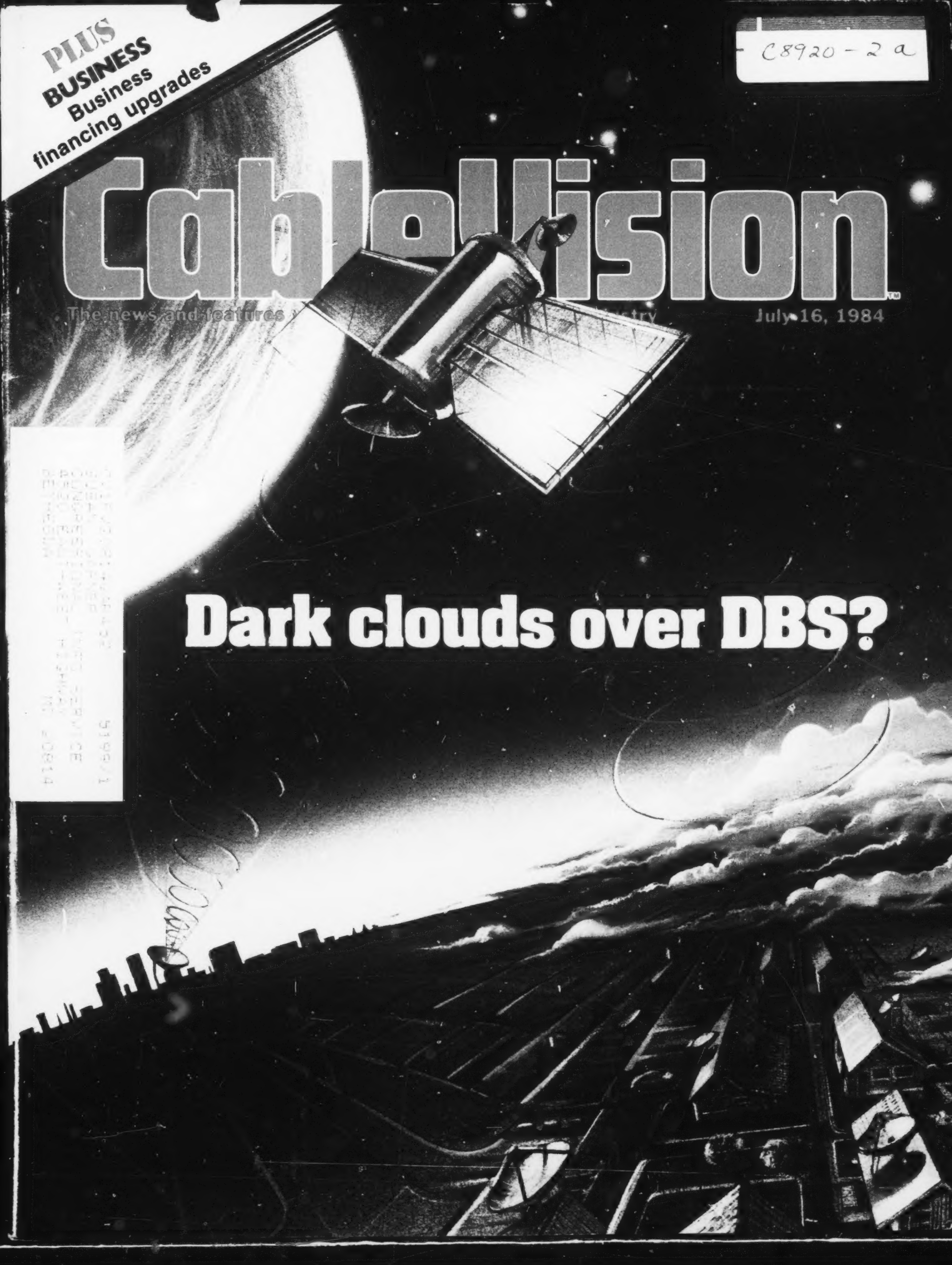
PLUS
BUSINESS
Business
financing upgrades

Cablevision™

The news and features
stry
July 16, 1984



Dark clouds over DBS?

CableVision

This Week in Cable, pages 15-19

July 16, 1984, Volume 9, Number 46

4103 SUFFERS SETBACKS

FCC pulls its support of H.R. 4103 and is expected to validate its decision pre-empting local regulation of cable rates.

STORER, TIMES MIRROR SWAP OUT

Storer and Times Mirror swap four systems each and eliminate an overbuild situation in the process.

CCTA VOTE STIRS CONTROVERSY

In a close vote, the California Cable TV Association voted to oppose passage of H.R. 4103, the cable deregulation bill. Some CCTA members charged that the vote would have been reversed if more members were in attendance.

SEVEN VIE FOR PHILLY

Philadephia receives bids from seven companies to wire the city's four franchise areas, with four of the bidders proposing to offer the minimum of 72 channels via a single cable.

FCC STRIKES DOWN MIAMI FEES

The Federal Communications Commission has ruled that a series of fees assessed by Miami city officials to Miami Cablevision, totaling millions of dollars, are invalid. Correspondent Bill Gjebre provides details.

PROGRAMMING 20

A number of regional sports services and one pay-per-view enterprise have activated plans to acquire live college football games this fall, on the heels of the Supreme Court's recent NCAA antitrust decision. Also, the verbal battle continues between Turner Broadcasting and Gillcable over Gill's decision to switch out WTBS in favor of its own ad-supported classic movie channel. Robert DiMatteo reviews HBO's July Premiere Film, *Draw!*.

MARKETING/ADVERTISING 26

Publicity and mystery continue to surround the exclusive deals MTV claims to have made with four as-yet-unnamed record companies. The controversial arrangement has many in the record and cable industries up in arms, while officials from competing music video programs seem unconcerned that the apparent MTV/record company contracts will impact greatly on their shows—or on advertisers' support.

BUSINESS 43

Broadcast stereo television will soon become available. But for many cable subscribers, stereo reception could turn out to be either poor or non-existent.

GOVERNMENT & LAW 50

Comments from lawmakers made during H.R. 4103 vote reveal both a spirited defense of constitutional questions and heavy infighting for constituent protections.

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About the cover

Direct broadcast systems struggle for a place in the communications universe in cover artist David Ewell's illustration.

Pages 27-42 PLUS

Storm clouds over DBS

In the midst of birth pains and rampant trade speculation, the fate of the fledging DBS industry seems to be less and less of a sure thing. Analysts and players review the potential and profitability of cable's newest competitor in Associate Editor Sally Russell's article. Also, Senior Editor Fred Dawson explores financing opportunities for upgrades and rebuilds.

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BPA

CABLE STATS

Cable services subscriber count

Satellite-fed national service

Basic service	Affiliates	Subscribers	% change in subs from 4/30	
American Christian Television Systems (ACTS)	79	1,200,000	+20.0	
Arts and Entertainment	1,500	10,500,000	+5.0	
Black Entertainment Television (BET)	332	6,664,604	+4.0	
Cable News Network (CNN)	4,907	26,816,000	+3.2	
CNN Headline News	1,225	11,200,000	+2.8	
C-SPAN	1,500	18,000,000	+5.9	
CBN Cable Network	4,497	23,000,000	NC	
Country Music Television	165	4,100,000	NA	4/84
Entertainment & Sports Programming Network (ESPN)	7,994	32,700,000	NA	
Eternal Word Television Network (EWTN)	161	2,406,000	+.25	
Financial News Network (FNN)	1,000	16,750,000	+4.0	
The Learning Channel	523	4,617,840	+2.6	
Lifetime	1,914	19,611,422	+5.4	
Modern Satellite Network (MSN)	558	10,139,000	+4.5	
Music Television (MTV)	2,470	21,800,000	+13.0	
The Nashville Network (TNN)	2,000	15,900,000	NC	
National Christian Network (NCN)	95	1,200,000	NC	
National Jewish Television (NJTV)	196	4,050,500	+13.5	
Nickelodeon[2]	3,250	19,300,000	+4.9	
Prime of Life	NA	NA	NA	
PTL Satellite Network	1,000	10,100,000	NC	
Satellite Program Network (SPN)	500	11,217,000	+5.7	
Silent Network	206	6,300,000	+3.2	
SIN Television Network[3]	251	28,068,100	NC	
Trinity Broadcasting Network	353	4,179,000	+3.0	
USA Network	4,000	24,300,000	+5.7	
The Weather Channel	1,260	12,800,000	+8.5	
WGN-TV	5,557	13,896,[illegible]	+1.5	
WOR-TV	1,009	4,639,[illegible]46	+.75	
WPIX-TV	152	885,000	NC	
WTBS-TV	6,480	31,600,000	[illegible]	

Pay service

Pay service	Affiliates	Subscribers	% change in subs from 4/30	
Bravo	147	225,000	+5.6	
Cinemax	2,100	2,700,000	NC	
The Disney Channel	1,712	1,132,389	+23.6	
GalaVision	200	130,000	NC	
Home Box Office (HBO)	5,500	13,500,000	NC	
Home Theater Network (HTN)	400	275,000	NA	4/84
The Movie Channel (TMC)	2,750	3,100,000	NC	
The Playboy Channel	437	700,000	+2.3	
Showtime	3,000	5,400,000	NC	

Audio service

Audio service	Affiliates	Subscribers	% change in subs from 4/30	
Cable Jazz Network	6	25,800	NC	
Lifestyle	174	2,500,000	NC	
Love Sounds	5	20,000	NC	
Moody Bible Institute	33	511,379	+2.2	
Nice and Easy	10	40,115	NC	
Satellite Jazz Network	13	850,000	+6.2	
Satellite Radio Network	50	400,000	NA	4/84
SCAN	34	163,000	NA	4/84
Starship Stereo	NA	NA	NA	
WFMT	154	994,978	+4.7	

Text service

Text service	Affiliates	Subscribers	% change in subs from 4/30	
AP News Cable	400	4,700,000	NC	
Dow Jones Cable News	165	2,225,000	+17.1	
Electronic Program Guide (EPG)	159	3,019,340	+4.0	
Genesis Storytime	12	175,000	-36.0	
Reuters News View	350	4,100,000	NC	

Non-satellite-fed national service

Bicycled service

Bicycled service	Affiliates	Subscribers	% change in subs from 4/30	
The CableShop	11	250,000	NC	
Fuji Network	7	3,630	5.6	
Nippon Golden Network	5	8,105	NA	3/84
The Pleasure Channel	10	12,500	NC	
Vector Consumer News	12	300,000	NC	
Vector Consumer Shopping Guide	16	490,000	+8.9	

Regional entertainment service

Regional service	Affiliates	Subscribers	% change in subs from 4/30	
Atlanta Interfaith	7	128,000	+1.6	
Bay Area Religious Channel (BARC)	5	107,000	+1.9	
Buffalo Sabres Hockey	13	450,000	NA	4/84
Home Sports Entertainment—Dallas	NA	NA	NA	
Home Sports Entertainment—Houston	15	20,000	NA	4/84
Home Team Sports	12	20,020	NA	
KTVT	NA	NA	NA	
Life Newsvision	24	35,000	+212.5	
Madison Square Garden	52	1,630,000	NC	
Meadows Racing Network	19	275,000	NA	4/84
MetroChannel	4	109,141	NC	
New England Sports	NA	NA	NA	
Newsday Cable	1	228,000	NA	4/84
PRISM-Philadelphia	90	375,000	+4.4	
Pro-Am Sports	30	12,000	+140.0	
Sonics Superchannel	10	25,000	NC	
SportsChannel (New England)	43	55,500	-2.6	
SportsChannel (New York)	37	465,000	+30.3	
Sports Time	110	40,000	NA	
SportsVision	19	33,000	+37.5	
Sportsvue Network	22	18,500	+8.6	
Texas Cable Network	9	554,850	+1.4	
Video Music Channel	24	267,804	NC	
Z-Channel	21	95,655	NC	

Announced service

Non-satellite-fed service	Expected launch
The Games Network	TBA

Regional service

Regional service	Expected launch
Box Seat	Summer 1984

Satellite-fed service

Satellite-fed service	Expected launch
Almi Group Network	TBA
The Aloha Network	TBA
American Movie Classics	4th quarter 1984
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The CableShop	[illegible]/85
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	TBA
The Community Channel	TBA
Computer Radio	TBA
Episcopal TV Network	TBA
Just For Listening	TBA
Kidvid Network	10/84
Magicable	TBA
M-Net	TBA
More Time	4th quarter 1984
National Jazz Network	4th quarter 1984
The Nostalgia Channel	TBA
The Nostalgia Network	TBA
Pacific Cable	8/84
The Pleasure Channel	4th quarter 1984
The Professional Education Network	9/84
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	TBA
The UN Channel	TBA
The Work Channel	TBA

Note: Subscriber and affiliate counts are as of 3/31/84 unless otherwise indicated
NA denotes not available
NC denotes no change
TBA denotes to be announced

[1] as of March 1984, based on A.C. Neilsen National Meter. Subject to qualifications upon request.
[2] as of March 1984, based on A.C. Neilsen National Meter. Subject to qualifications upon request.
[3] Total SIN reach. Spanish speaking households: 3,368,300

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks during June 1984.

BET

Amtrax (N)
Anheuser-Busch (R)
Avon (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Division (R)
Home Box Office (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
RCA Records (N)
Sears (R)
Thompson Medical (R)
Universal Pictures (R)
U.S. Marines (R)
U.S. Treasury Dept. (N)
Wrigley's (R)

CNN[1]

Admiral (R)
American Express (R)
American Home Products (R)
Apple Computer (R)
Ashton-Tate (N)
Benihana (N)
Bristol Myers(R)
Chevrolet (R)
Disney Co. (N)
Eastern Airlines (R)
Family Circle Magazine (R)
Federal Express (N)
Ford Motor Co. (R)
General Foods (R)
Honda (R)
J.G. Durand (R)
Kelloggs (R)
Kikkoman International (R)
K-Mart (R)
KLM Airlines (N)
Mazda Motors (N)
Nabisco (R)
Olivetti (N)
Paine Webber (R)
Paul Masson Wines (R)
Procter & Gamble (R)
Prudential-Bache Securities (R)
Publishers Clearing House (R)
Runner's World Magazine (N)
Sears (R)
Sonny's Barbeque (N)
Thomas J. Lipton (R)
Time-Life (R)
Toshiba (N)
Toyota (R)
20/20 Eye Drops (R)

CNN Headline News[2]

Allstate Insurance (R)
Apple Computers (R)
Colonial Penn (R)
Combe Inc. (R)
Dow Jones (R)
Family Circle Magazine (N)
General Electric (R)
Gulf Oil Corp. (R)
J.D. Durand (R)
Jeffery Martini (R)
Kelloggs (R)
KLM Airlines (N)
MO Hickorey Corp. (R)
National Republican Committee (R)
Nestles (R)
Procter & Gamble (R)
Richardson-Zick (R)
Speed Queen (R)
Tender Corp. (N)
Time-Life (R)
Toshiba (N)
Toyota (R)
20/20 Eye Drops (R)
Urban General (R)
Visa USA (R)
Wrigley's (R)

C-SPAN

AT&T (R)
Merrill Lynch (R)

Dow Jones Cable News

Barron's (R)
Charles Schwab (R)
Wall Street Journal (R)

FNN

Air Florida (R)
American Airlines (R)
Avis (R)
Buick (R)
BMW (N)
Campbell Corp. (N)
Clayton Brown (R)
Chevrolet (N)
Chrysler (R)
Dean Witter (R)
Ford Corp. (R)
GMAC (R)
Goodyear (N)
Hyatt Hotel (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Micro Age (N)
Minolta Copiers (R)
Mr. Coffee (N)
Northwest Mutual (N)
Northwest Orient (R)
Paine Webber (N)
Prudential-Bache (R)
Purex (R)
Quasar TV (N)
Ramada Inn (R)
Sears Financial Network (N)
Shearson/American Express (N)
Sperry (R)
W.R. Grace (N)

MSN[3]

Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Motors (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television

Bank Hapoalim (N)
Coleco (N)
Crazy Eddie Stores (N)
Goody Products (N)
Hertz (N)
Jerusalem Post (N)
Sheraton Hotels (N)

Weather Channel

American Home Products (N)
American Motors Corp. (R)
Anco Wiper Blades (R)
Armour Dial (R)
AT&T Communications (N)
Borden (N)
California Tree Fruit Agreement (R)
Carter-Wallace (N)
Champion Spark Plugs (R)
Clorox (N)
Emerson Electric (R)
G.D. Searle (R)
Hyatt Hotels (R)
J.C. Penney (R)
Kraft Foods (R)
Phillips Petroleum (R)
Prudential-Bache (R)
Quaker Oats (R)
Ralston Purina (R)
Sears Portrait (R)
Thomas J. Lipton (R)

WTBS[4]

Air Force Reserve (N)
Alberto (R)
Allstate (R)
American Cynamide (R)
American Express (R)
American Home Products (R)
Urban General (R)
Champion (R)
Coca-Cola USA (R)
Dodge (R)
Duracell (R)
Emery (R)
Fayva (R)
Frito Lay (R)
General Foods (R)
General Mills (R)
Gulf Oil Corp. (R)
IBM Corp. (R)
Jeffery Martin Inc. (R)
Kelloggs (R)
Kentucky Fried Chicken (R)
Levi Strauss (R)
Nabisco (R)
Procter & Gamble (R)
Thomas J. Lipton (R)
United Parcel (R)

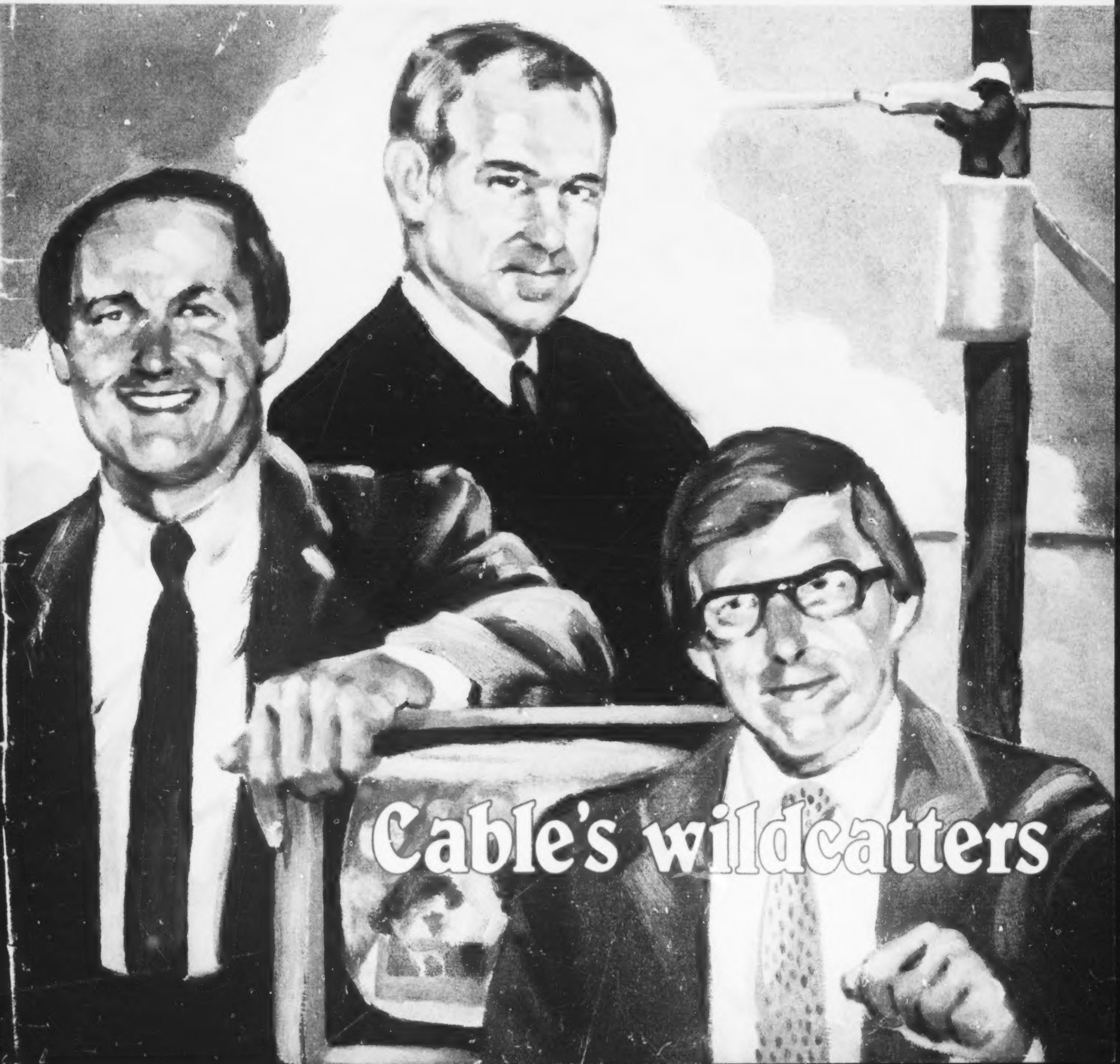
R denotes renewal client.
N denotes new client.
Approximate number of advertisers for June 1984 [1] 150 clients. [2] 36 clients. [3] 72 clients. [4] 250 clients.
Source: Advertising clients are provided by the programs services to Titsch Communications Inc.

PLUS
BUSINESS
Group W's Staniar talks strategy

- FCC affirms pre-empt right; tier rate reg out
- BET's Johnson and (phone) co. cop D.C. franch
- Western Union sends DBS a message: No go
- Worldwide players probe issues at EXPO '84

CableVision™

The news and features weekly of the cable television industry
July 23, 1984



Cable's wildcatters

CableVision

This Week in Cable, pages 14-22

July 23, 1984, Volume 9, Number 47

FCC AFFIRMS PRE-EMPT RIGHT

The Federal Communications Commission last week denied all appeals of its ruling of last year which denies localities the right to regulate so-called "expanded basic" or pay tiers. The action came in the wake of last month's Supreme Court decision affirming FCC's pre-emption rights.

WASHINGTON SELECTS FRANCH

District Cablevision Inc., headed by Black Entertainment Television President Bob Johnson, is chosen to bring cable to Washington, D.C., following a selection process in which his company was often number two.

GILL SUES TBS OVER CNN

Gillcable filed suit against Turner Broadcasting in Federal Court last week, alleging antitrust violations in Turner's marketing methods. The company is seeking an injunction to prevent Turner from canceling Gill's carriage of CNN.

WESTERN UNION DROPS DBS PLANS

Western Union decides to drop out of the race to provide DBS, saying the industry has been too slow to gel. However, the satellite carrier plans to monitor market conditions, including interest by potential programmers. Western Union's move comes two weeks after CBS abandoned its plans to enter the market.

PROGRAMMING 28

The HiLife Channel, headed by former Playboy Channel leader Paul Klein, started its service July 6 with adult entertainment product, and will add pay-per-view feature films late this month. In Massillon, Ohio, an operator is using advertising revenue to fund local origination.

MARKETING/ADVERTISING 30

NBC's Madison, Wis., affiliate, WMTV, charged that cable subscribers confused it with MTV: Music Television in a telephone coincidental survey conducted by Madison Cable Network. The ensuing flap contributed to Arbitron's decision to discontinue basic telephone coincidentals for cable, and to re-think its methodology for cable qualitative coincidentals.

BUSINESS 47

Broadcast teletext is coming to Los Angeles, and the city's cable systems are helping to promote it. In what is thought to be an industry first, cable will carry a full-screen version of the station's text service throughout the Olympics.

GOVERNMENT & LAW 52

The California Cable TV Association clarified its reasons for opposition to H.R. 4103. The new measure, one critic says, virtually precludes support of the bill.

Departments

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About the cover

Artist Clark Tate captures cable entrepreneurs (left to right) Steve Simmons of Simmons Communications, Vern Milligan of Advanced Communications and Tom Johnson of Cablevision Services in this portrait.

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PLUS

Building a cable empire

A new breed of system operator is tackling the challenges of building a cable empire with systems serving smaller pools of subscribers. Senior Editor Victoria Gits profiles some of these fisty entrepreneurs. Also, Burt Staniar of Group W Cable talks about his company and the industry in an interview with Editor-in-Chief Victor Livingston.

CableVision

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Los Angeles Eric Taub, Bureau Chief.

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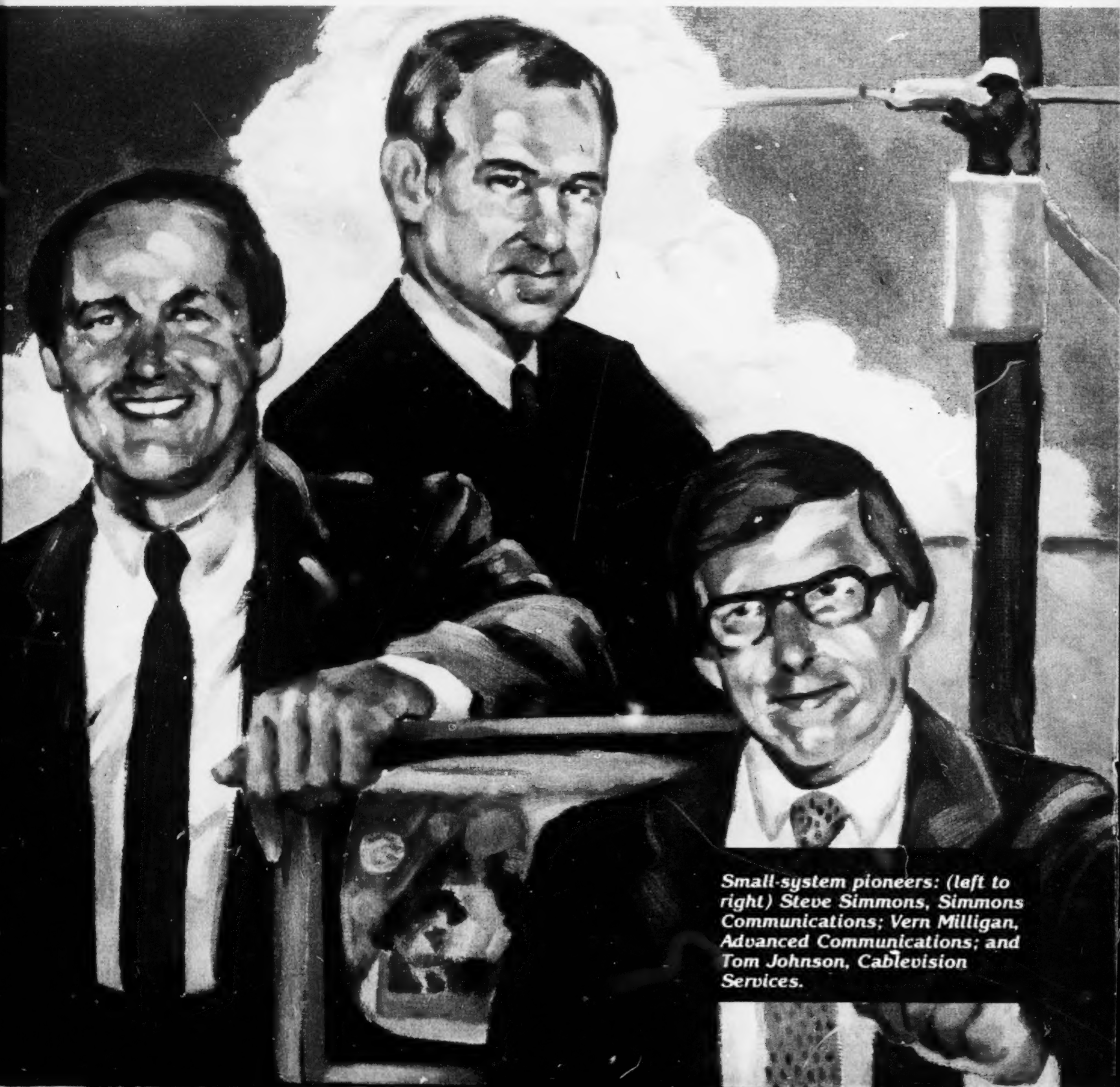
BPA

Building a cable



Small-system pioneers: (left to right) Steve Simmons, Simmons Communications; Vern Milligan, Advanced Communications; and Tom Johnson, Cablevision Services.

empire

Shaking money trees and knocking on doors, today's entrepreneurs are 'true believers' in the cable gospel.

By Victoria Gits

Here's how to be a cable tycoon, 1980's style:

- Work for a major MSO for five to 20 years. Without a track record, you'll be dead in the water.
- Know how to get your hands on "other people's money." Borrow from the bankers and sell some limited partnerships.
- Look for a cable system in an upscale community adjacent to a growing metropolis.
- Find one that is undermarketed, underpenetrated, underdeveloped and sells for six to eight times cash flow.
- Think small: 2,500 to 10,000 subscribers in a system is a good number to start.
- Get ready to travel, because you're going to do a lot of shopping.
- Picture your map of America once you've built your empire—the map that has red push-pins where your systems are. Think of the names—names like Magnolia, Milton and Viola, Del., Folly Beach, S.C., or Walnut Cove and Yadkinville, N.C.

The cable entrepreneur of the '80s sports a decidedly different profile from those of the '40s and '50s—but the spirit is the same.

Some are old-timers, such as Vern Milligan and Tom Johnson, both formerly with Daniels & Associates; they are now joint venturing systems in Louisiana, California and Ohio. (Monty Rifkin, Gus Hauser and Bill Bresnan fall into this category, too).

There are newcomers such as Jim Wiesenburg, Steve Simmons, Jim Vaughn and Jack Woodruff—guys who were tutored in the trenches of Viacom, Tribune and Cox Communications. They fell in love with the business; but they wanted to be on their own.

These aren't the bootstraps electronics wizards, graduates of the University of World War II. We're talking about MBAs, lawyers, Ivy Leaguers and accounting aces. They have heard the gospel of the prophets of marketing—and they are true believers.

Personal fulfillment

The new breed of entrepreneur started after the great wave of franchising was already over in 1982. Wheeling and dealing one's way into the business—not wining and dining city councils—was their game.

A representative story is that of Steve Simmons, age 37. Raised in Roslyn Heights, N.Y., Simmons loved politics, campaigned for the Kennedys, went to Cornell University and Harvard Law School. During a summer break he studied film at UCLA. His first job was as a professor of communications law and constitutional law at the University of California in Irvine. In 1977, he was invited to join the domestic policy staff of the Carter White House at the behest of chief domestic policy adviser Stewart Eizenstat, whom Simmons had met while working in the Humphrey campaign.

He wound up in the employ of Doug Dittrick at Douglas Communications from 1980 to 1982; then he began to ponder the next move.

It was a matter of "personal fulfillment and satisfaction," Simmons says. "I always wanted to be head of my own company."

He teamed up with old friend Stu Moldaw of U.S. Venture Partners, a venture capital firm, and in May 1982 set up shop in the dining room of his Manhattan apartment. It took nearly a year to make the first purchase: St. Johnsbury, Vt., (11,000 subscribers).

After Vermont were Delaware/Maryland systems (25,000 subscribers in some 30 small towns and parts of two counties). New York systems, added in July 1983, are headquartered in Owego and serve 12,000 subscribers and some 18 small towns (see chart). Recently purchased are systems in Barre, Vt., (5,100 subscribers) and Cambridge, Md., (4,600).

The main source of funds is venture capital and bank debt. Buys are leveraged 2 to 2.7 times. Primary equity backing is from Allstate Insurance Co. and U.S. Venture Partners. Lender banks are the Bank of New England and Connecticut National Bank, Hartford.

Simmons is a diligent shopper. He looked at 60 to 70 systems to find the first three, and 125 to find all five. Some of the items on his 28-point checklist are: limited channel capacity (to be expanded); at least five years to go on the franchise; a minimum of 40 homes per mile; and plenty of room for advertising, tiering and packaging.

Once Simmons acquires a system, he markets it like crazy. Little Cambridge, Md., for example, with 4,600 subscribers and 5,500 homes passed, now has four different packages, including "Value Pack," "Triple Pack" and "Four-Star Premium Pack."

Simmons opened a cable store in March, adding Disney, Playboy and Showtime ($10 each) and a satellite tier (ESPN, Cable News Network, Nickelodeon and The Nashville Network). Pay penetration went from 28 percent to 58 percent from February to June, he says.

Simmons would like to double the size of his empire, but prices are higher than they were a year ago. "Good deals are harder to find," he says.

Finding partners

Like Simmons, a group based in Atlanta has spotted opportunity in small towns and apartment developments neglected by the majors. New to system ownership, but not new to the business, they formed Enstar Communications Corp. to manage and finance systems by limited partnerships—a la Glenn Jones of Jones Intercable.

Jack Woodruff, 27, is senior vice president. He has a bachelor's degree in accounting and an MBA in finance. While working for Arthur Anderson in Atlanta, he did consulting work for Cox Cable. At Cox he met Jim Vaughn, a veteran of Viacom. The president of Enstar is Bob Graff, 51, a man with an exceptional career in public real estate limited partnership offerings. John Secrest, 35, vice president of engineering, has put in 11 years of experience with Cox Cable.

The company got off the ground in January 1983, has 33 employees and 6,300 subscribers in three management clusters serving 11 small towns. The average density is 40 homes per mile; basic penetration averages 46 percent.

Just to make things complicated, Enstar's dealings involve some 35 different franchise authorities. Isn't that a mountain of paperwork? "We like to call it an administrative opportunity," Woodruff jokes.

Enstar systems are in bedroom communities of larger cities: Winston-Salem, High Point and Charlotte. All are 35-channel systems, and four are SMATV systems in Texas apartment buildings.

Most of the properties were financed by sales of limited partnerships and bank debt (First Union Bank, Charlotte, N.C., and Northwestern Bank, North Wilksboro, N.C.).

Enstar is organized as a corporation with 40 shareholders. The company also is the corporate general partner named in the prospectus seeking limited partners.

"Raising money is hard as hell," says Woodruff, who now has six salespeople on board and a network of 10 broker-dealers across the country. But Enstar has been fairly successful—having sold a claimed $4 million in partnerships since February. The minimum unit is $2,500, and the average investment is $6,000.

Acquisition Activity

Simmons Communications

Systems	Acquisition Date	# of Subscribers
St. Johnsbury, Vt.	May 1983	11,000
Delaware/Maryland Group Harrington, Del. (30 towns)	June 1983	25,000
New York Group Owego, N.Y. (18 towns)	July 1983	12,000
Barre, Vt.	Feb. 1984	5,100
Cambridge, Md.	Feb. 1984	4,600

Advanced Communications (Vern Milligan) — Cablevision Services (Tom Johnson)

Systems	Acquisition Date	# of Subscribers
Rancho San Diego	1981	2,000*
Bedford, Mich. (near Toledo)	May 1984	3,500
Sunbelt CableVision (St. Charles Parish, La.)	June 1984	3,800

* 2,000 homes under construction

Enstar Communications

Systems	Acquisition Date	# of Subscribers
Folly Beach, S.C.	June 1983	
Pageland, S.C.	June 1983	
Walnut Cove, N.C.	Aug. 1983	2,400
Yadkinville, N.C.	Sept. 1983	
Snow Hill, N.C. (5 towns)		
Kershaw, S.C.	1984	3,500
Hollywood-Ravenal, S.C.		
Charleston County, S.C.		
Surry County, N.C. (near Yadkinville)		
Chesterfield, S.C. (near Pageland)	1984	2,300

Woodruff admits there is much competition out there for partnership money: "You have to have a clean deal. The general partner can't make too much money."

He believes Enstar has an edge over similar funds in that cash distributions are divided 99 percent to partnership investors and 1 percent to the general partners, until the original contribution is returned. After that, distributions are divided 85 to 15 percent. In the case of a sale, the 15 percent interest of the general partner is subordinate to full return of the original contribution of the limited partners.

Enstar aims to purchase all systems in the latest program entirely for cash. The theory is that while a no-leverage strategy lessens the total buying power, none of the systems' cash flow is spent on debt service. According to the prospectus, this increases cash distributions to investors and returns their original investment in a shorter period of time.

The Enstar program is unusual in that it is an income program, in addition to being a tax shelter, and is designed to distribute cash proceeds—if there is a profit—on a quarterly basis after the offering termination date.

Pushing it

Woodruff's strategy is to find small town systems that are undermarketed and underpenetrated, and to apply the usual steps: door-knocking, phone-ringing and door-hanging. "You have to go out and push it," he says—increase the cash flow, the value of the system, and sell for capital gains. Enstar aims for

20,000 subscribers by the end of the year; but Woodruff thinks prices are a bit high right now, given that interest rates are going up. But that also presents an opportunity: Operators who are highly leveraged will be forced to sell, so buyers will have more to choose from.

He's optimistic about the business, but has words of caution for those who would follow: "They can't expect to make a killing. It depends on how hard they are willing to work. . . . It's a harder business than it used to be. . . . A lot of the sex and glamour has gone out of it."

For the team of Milligan-Johnson, finding money to buy cable systems is the least of their worries. "I make a few phone calls," says Milligan, "and the deal's done. They say 'OK' first. Then they ask, 'Where's the deal?'"

It might have something to do with the fact that alone or as a duo, these two have an enviable track record.

Tom Johnson, 44, has been in cable since graduating from college in 1960. He learned the business from Fred Lieberman and Fred Weber (TeleSystems) and was a close associate of Bill Daniels from his early days. He was president of the Cable Television Administration and Marketing Society (CTAM) from 1979 to 1980.

Vern Milligan, 45, worked for IBM, Cox Cable in San Diego and for Bill Daniels as a broker for six years. In 1976, he left Daniels to take over operations of two Florida systems that he bought in 1975 with Johnson and the late Dick Zell, a Daniels veteran.

The sale of the Florida systems to Jones Intercable in 1981 provided the owners with a comfortable income and some time off—but it wasn't long before they were in business again.

Thus far, they have collected a total of 11,000 subscribers in three systems:

■ Rancho San Diego, acquired in 1981, 2,000 subscribers, 2,200 homes passed and 2,000 homes under construction.

■ Bedford, Mich. (near Toledo), acquired May 22, 1984, 3,500 subscribers, 5,500 homes passed.

■ Sunbelt Cablevision Ltd., near the New Orleans, La., airport, 3,800 subscribers, 6,700 homes passed.

The partners also secured in May a $7.1 million line of credit from Merchants National Bank & Trust Co. of Indianapolis.

Enstar Communications Corp.'s officers and directors: Bottom row (left to right) Bob Graff, Jack Woodruff and Jim Vaughn; top row (left to right) Steven Lovinger, John Secrest and Wesley Dobbs. "Raising money is hard as hell," says Woodruff.

After looking at 60 to 70 deals in the last year, Milligan has come to the conclusion that "there is more junk on the market than there was a year ago . . . like systems with 10,000 subscribers and 12 headends scattered from one end of Texas to the other."

Milligan likes to structure a deal so the limited partner is matched dollar for dollar with the general partner. "Typically, limited partners lose 20-50 percent of the investment in carried interest, placement fees and acquisition fees," he says. Milligan takes a maximum 5 percent carried interest, includes five to 18 partners in each deal and finances two-thirds of the buy with bank debt—at floating rate interest, about 1½ percentage points over prime.

The partners do not have grandiose plans. A total of 50,000 subscribers sounds to them like a comfortable goal. Johnson enjoys the pace, putting the pieces together and having the time to spend with his family. "If you can't work for Bill Daniels," he says, "it's always better to be on your own."

Bootstrapping it

Jim Wiesenberg, 31, of Winooski, Vt., has an MBA from Harvard and experience in Viacom Cable operations in San Francisco, marketing MDS in Cleveland and programming for Showtime in Manhattan. He wound up as "number two guy" at PlayCable from 1980 until its demise in 1983.

What he wants to do now is run his own business, preferably a cable business, and preferably one in Vermont.

Although there exists no cable system too small to be unworthy of Wiesenberg's attention, he has yet to close a deal. He's looking at some new franchise situations and purchases, but competition is stiff and it's hard to find reasonable terms: "One (operator) wanted a nonrefundable deposit in the six figures."

Undaunted, Wiesenberg keeps plying the bankers. "They want to see you hanging by your bootstraps," he says. "I've been called an interesting piece of horseflesh." He's discovered along the way that law firms are "a hidden source of venture capital."

In the meantime, Wiesenberg has taken a part-time job as a sales representative for Mailcom, and makes full use of his collection of credit cards. His advice to would-be cable entrepreneurs: "Develop the business plan before you leave your present job, and after that, make sure you have a source of income that is not too time consuming. . . . Know who your number two person is, and be sure you're ready to be number one. That's the hardest thing—to convince someone you're willing to be the boss."■

CABLE STATS

Film product comparison—July

Film	Pay Networks					Distributor
The Adolescents					MAX	Warner Bros
African Adventure		ST				Satori
All At Sea		ST				MGM/UA
American Pop					MAX	Columbia
Amityville II The Possession					MAX	DeLaurentis
Angel of H.E.A.T		ST			(MAX)	Carolco
Animal House	HBO				MAX	Universal
Around the World In 80 Days					MAX	Warner Bros
The Atomic Cafe					MAX	Picture SRC
Bad Boys	HBO				(MAX)	AFD/EMI
Beach Girls					MAX	Crown International
Bear Island	HBO					Selkirk Films Ltd
Becket			(TMC)		MAX	E & M Enterprises
Beloved Infidel			TMC	(HTN)		20th Century-Fox
Best Friends			TMC		MAX*	Warner Bros
Best Little Whorehouse in Texas	HBO	(ST)	TMC			Warner Bros
Betsy	HBO		(TMC)		(MAX)	Lorimar
The Big Brawl	HBO		(TMC)		(MAX)	Warner Bros
Bill					MAX*	A. Landsburg
Blade Runner		ST			MAX	Embassy
Boarding School		ST				Atlantic
Brigadoon			TMC			MGM/UA
Brimstone and Treacle			TMC*			MGM/UA
Can Can			TMC			20th Century-Fox
Cannery Row					MAX	MGM/UA
Carousel			TMC		(MAX)	20th Century-Fox
The Challenge		ST				CBS
Cheech and Chong's Next Movie			TMC			Universal
Cheech and Chong's Still Smokin'		(ST)	TMC*			Paramount
Choice of Arms			TMC			Wrightwood
Comancheros			TMC	(HTN)	MAX	20th Century-Fox
The Compleat Beatles				HTN	(MAX)	Universal
The Conqueror			TMC			Universal
Contract on Cherry St					MAX	Columbia
Creepshow		(ST)			MAX	Warner Bros
Cujo		(ST)	(TMC)		MAX*	Warner Bros
Curtains	(HBO)	ST				Simcon
Days of Heaven			TMC			Paramount
The Day the Earth Stood Still				HTN*	MAX*	20th Century-Fox
Dead End		ST			(MAX)	S. Goldwyn
Diplomatic Courier				HTN		20th Century-Fox
Dog Day Afternoon		(ST)	TMC			Warner Bros
Easy Money	HBO				MAX	Orion
Eddie and the Cruisers	HBO		TMC			Embassy
80 Steps to Jonah	HBO			HTN		Warner Bros
Eros America IV					MAX	N/A
Escape from New York					MAX	Embassy
A Farewell to Arms			TMC*	(HTN)		20th Century-Fox
A Far Out Fourth		ST				MPC
Fast Times at Ridgemont High		ST*				Universal
My Favorite Year		ST				MGM/UA
Ffolkes			TMC	HTN	(MAX)	Universal
Fighting Back	(HBO)		TMC			Paramount
Flashdance		(ST)	TMC*			MGM/UA
Freedom					MAX*	Time Life Film
From Here to Eternity			(TMC)		MAX*	Columbia
Goin' All The Way	HBO	ST				Shapiro
Going In Style		ST	(TMC)		MAX*	Warner Bros
Greased Lightning			(TMC)		MAX*	Warner Bros
The Happy Hooker			(TMC)		MAX*	Cannon
The Happy Hooker Goes To Washington		(ST)	(TMC)		MAX	Cannon
Heads or Tails			TMC			Castle Hill
Heartaches	HBO					Seven Arts
Heaven's Gate			TMC*			MGM/UA
Homework			TMC			Universal
HonkyTonk Man	HBO		(TMC)	(HTN)	(MAX)	Warner Bros
The Horizontal Lieutenant		ST				MGM/UA
Hot T-Shirts					MAX	Wrightwood
Huckeberry Finn		ST*				MGM/UA
Humongous		ST				Embassy
Ice Castles				HTN	MAX*	20th Century-Fox
I Love Melvin		ST				MGM/UA
The Inglorious Bastards					MAX	Alive Enterprises
In Love and War				HTN*	(MAX)	20th Century-Fox
Island of Adventure		ST*	(TMC)			Goldwyn
I, The Jury		ST				20th Century-Fox
Jaws III	HBO		TMC	HTN	MAX	Universal
Joysticks			TMC			Simcon
Jekyll and Hyde Together Again		(ST)	TMC			Paramount
Joan of Arc					MAX*	Gutman
Joseph/Andrews			TMC			Paramount
A Kid For Two Farthings					MAX	Janus
The Kidnapping of the President					MAX	Viacom
King of Hearts			TMC			MGM/UA
Kiss Me Goodbye	(HBO)	(ST)	(TMC)	HTN		20th Century-Fox
Kiss me Kate		(ST)	TMC			MGM/UA
Klondike Fever					MAX	Torrington
Krull					MAX	Columbia
La Cage Aux Folles					MAX	MGM/UA
The Last American Virgin	HBO	ST	TMC		(MAX)	Viacom
The Last Unicorn			TMC			AFD
The Last Waltz			(TMC)	HTN		MGM/UA
Love at First Bite		(ST)			MAX*	Viacom
Lovesick	HBO*	(ST)	(TMC)			Warner Bros
Lovespell			TMC			Castlehill
Man Who Saw Tomorrow			(TMC)	HTN	(MAX)	Warner Bros
The Mango Tree		ST				Satori

Dudley Moore is a psychiatrist and Elizabeth McGovern is his patient, in Lovesick *on HBO and Showtime/The Movie Chann[illegible].*

CABLE STATS

Film	Pay Networks					Distributor
Melanie	HBO		TMC			Simcom
Midsummer Night's Sex Comedy		ST*	(TMC)		MAX	Warner Bros
Mister Scoutmaster					MAX	20th Century-Fox
The Missionary			TMC			Columbia
Moonlighting			TMC		MAX	Universal
Monty Python Live at the Hollywood Bowl			TMC		MAX	Handmade
Mr Hobbs Takes a Vacation				HTN	(MAX)	20th Century-Fox
Mr Imperium		ST				MGM/UA
Mr Mom	HBO					20th Century-Fox
The Mudlark				HTN*		20th Century-Fox
My Fair Lady	(HBO)		(TMC)	HTN		CBS
The Nesting			TMC			Castle Hill
Night of the Juggler					MAX	GCC Films
Nightshift	HBO	(ST)			(MAX)	Warner Bros
North to Alaska			TMC	(HTN)	MAX	20th Century-Fox
The Octagon	HBO					ACG
Octopussy	HBO	ST	TMC	HTN	MAX	MGM/UA
An Officer and a Gentleman	HBO	ST	(TMC)			Paramount
Once in Paris			TMC			CastleHill
The Pirates of Penzance	(HBO)	(ST)	TMC*	(HTN)		Universal
Pretty Baby			TMC			Paramount
Prince Valiant				HTN		20th Century-Fox
Professor Wagstaff's Time Machine		ST*				Satori
The Promise				HTN	(MAX)	Universal
Puberty Blues			TMC		(MAX)	Universal
Real Glory		ST				Goldwyn
Reds		ST	TMC*			Paramount
The Reluctant Debutante		ST				MGM/UA
Rio Bravo			TMC		MAX	Warner Bros
Rio Conchos				HTN*		20th Century-Fox
Risky Business	HBO					Warner Bros
The Road Warrior		ST			MAX	Warner Bros
Rock Show				HTN		Marimax
Saddle the Wind		ST				MGM/UA
Savannah Smiles	(HBO)	(ST)	TMC			Embassy
The Sea Wolves		ST				Lorimar
Sherlock Holmes and the Hound of Baskervilles		ST*				Gutman
Sign of Four		ST*	(TMC)			PSO
Singing Nun		ST*				MGM/UA
Six Weeks					MAX	Polygram
Smokey and the Bandit Pt III	HBO	ST	TMC	HTN		CBS
Soldiers Three		ST				MGM/UA
Somewhere in Time		ST		HTN	MAX	Universal
The Sound and the Fury				(HTN)	MAX	20th Century-Fox
Squeeze Play		ST*	(TMC)			Troma
Stars and Stripes Forever					MAX	20th Century-Fox
Starstruck				HTN		Cinecom
Staying Alive			TMC			Paramount
Still of the Night	(HBO)				(MAX)	MGM/UA
Sting II	(HBO)	(ST)	(TMC)	HTN		Universal
Strange Brew	HBO		TMC			MGM/UA
The Stripper					MAX	20th Century-Fox
Stroker Ace	(HBO)	ST*	(TMC)	(HTN)	MAX*	Warner Bros
Summer Camp		ST				Film Gallery
The Survivors	HBO	ST	TMC			Columbia
Swamp Thing	HBO	ST			(MAX)	Embassy

Film	Pay Networks					Distributor
Table for Five			(TMC)	HTN*		CBS
Tempest	HBO			(HTN)		Columbia
"10"		ST			MAX	Warner Bros
Tender Is The Night			TMC	(HTN)	(MAX)	20th Century-Fox
There's No Business Like Showbusiness			TMC	HTN*	(MAX)	20th Century-Fox
Things Are Tough All Over	HBO		TMC*			Columbia
Things In Their Season					MAX	Viacom
Time Walker		ST*		(HTN)		Wescom
The Three Faces of Eve					MAX	20th Century-Fox
Tom Horn			TMC		MAX	Paramount
To Race in The Wind					MAX	Viacom
Tough Enough	(HBO)	(ST)	TMC	(HTN)		20th Century-Fox
The Towering Inferno			TMC*		(MAX)	20th Century-Fox
The Toy		ST	TMC*	(HTN)	(MAX)	Columbia
Trench Coat	HBO					N/A
My Tutor	HBO	ST	TMC			Universal
Up in Smoke			TMC			Paramount
Valley Girl					MAX	Atlantic TV
Vigilante		ST				Films Around the World
Visit to a Chief's Son			TMC			MGM/UA
Wavelength	HBO					N/A
When Willie Comes Marching Home				HTN*		20th Century-Fox
The Wilderness Family					MAX	Simcom
Willy Wonka and the Chocolate Factory		(ST)	(TMC)		MAX	Warner Bros
Without A Trace	(HBO)	(ST)	(TMC)	HTN*		20th Century-Fox
The World According to Garp		(ST)	TMC*		(MAX)	Warner Bros
Young Doctor's In Love		ST	(TMC)		(MAX)	ABC
X-Ray		ST*				Cannon
Yellowbeard					MAX	Orion

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in February, March, April, May, June and/or July

- An asterisk indicates that the film is a carry-over from February, March, April, May, June and/or July

- In total, 185 films appear on the July schedules of HBO, Showtime/The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, 2 films have played on all five services, 10 films have played on four of the five services, 25 films on three services and 53 on two services. Ninety-five were unduplicated.

- The motion picture distributor with the most titles on pay TV this month is 20th Century-Fox with 28, followed by MGM/UA with 23 and Warner Bros. with 21.

- *Octopussy* with Roger Moore is featured on HBO's July program guide cover. Cinemax is featuring *Draw!* starring James Coburn and Kirk Douglas, Jaws 3 and Glen Campbell on its program guide cover this month. The comedy series, *Brothers*, along with Faeries Tale Theatre and Octopussy are featured on Showtime's program guide cover. On The Movie Channel's program guide cover is John Travolta starring in *Staying Alive*. Home Theatre Network's program guide cover features Jackie Gleason from *The Sting II*.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	243,570	(5/84)
2	Woodbury (Long Island), NY	Cablevision Systems	225,000	(3/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,414	(4/84)
5	San Antonio, TX	Rogers Cablesystems	183,780	(5/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	162,330	(5/84)
8	Cincinnati area, OH	Warner Amex	137,090	(4/84)
9	Wayne, NJ	UA Cablesystems	130,413	(5/84)
10	Tulsa, OK	United Cable	115,259	(5/84)
11	Audubon, NJ	NYT Cable	114,623	(5/84)
12	Atlanta Metro Area, GA	Prime Cable	110,165	(5/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Erie County, NY	Prime Cable Corp	106,798	(5/84)
15	Baltimore County, MD	Comcast Cable	106,700	(5/84)
16	Tidewater (Norfolk), VA	Cox Cable	105,080	(5/84)
17	San Jose, CA	Gill Industries	102,233	(5/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Toledo, OH	Buckeye Cablevision	96,251	(5/84)

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,798,000	(3/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,988,352	(4/84)
4	Cox Cable Communications Inc	1,503,402	(5/84)
5	Storer Cable Communications	1,413,000	(3/84)
6	Warner Amex Cable Communications Inc	1,382,983	(4/84)
7	Times Mirror Cable TV Inc	972,703	(5/84)
8	Continental Cablevision	875,000	(5/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	753,900	(5/84)
11	United Cable Television Corp	663,000	(5/84)
12	Sammons Communications Inc	594,000	(5/84)
13	Rogers Cablesystems Inc	539,848	(5/84)
14	Cablevision Systems Development Co	502,000	(4/84)
15	Comcast Cable Communications	461,000	(5/84)
16	Telecable Corp	411,740	(5/84)
17	Jones Intercable	390,785	(5/84)
18	Heritage Communications Inc	390,403	(5/84)
19	Capital Cities Cable Inc	356,690	(5/84)
20	UA Cablesystems Corp	345,549	(5/84)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

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PLUS
BUSINESS
Signal leakage:
A peril to aircraft?

ableVision

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July 30, 1984

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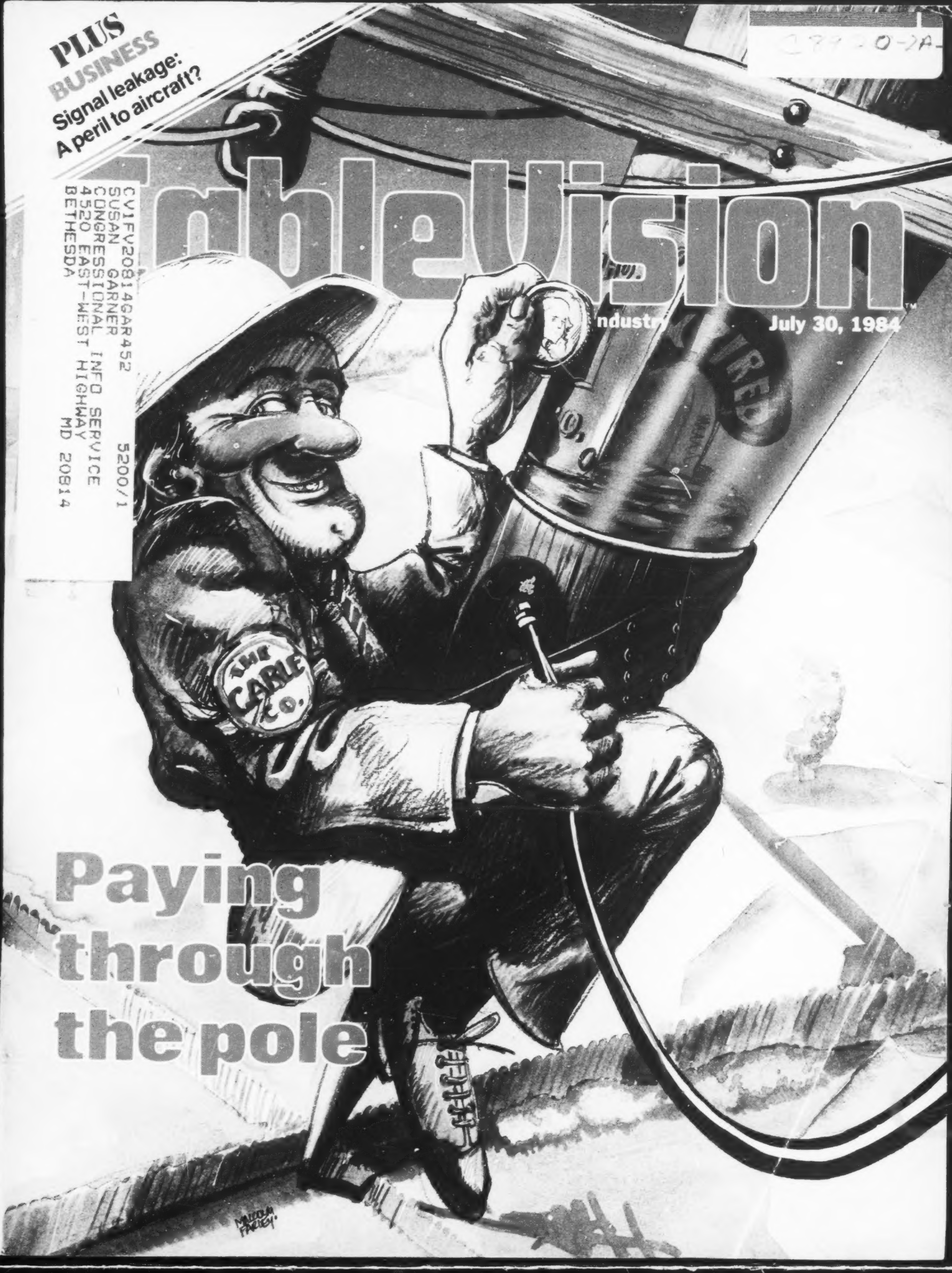
THE CABLE CO.
MALCOLM FARLEY

Paying through the pole

CableVision

This Week in Cable, pages 15-20

July 30, 1984, Volume 9, Number 48

NCTA DEMANDS 4103 CHANGES

The National Cable Television Association Board of Directors meets and issues laundry list of changes demanded in pending cable legislation. Several changes, including overhaul of franchise renewal section of bill described as "deal-breakers," causing "shock" and frustration in city camps.

THE LOW-DOWN AT LIFETIME

Lifetime President Thomas Burchill spells out some of the current goings-on at the network and hints of possible changes in its programming. Associate Editor Cecilia Capuzzi provides the details.

NEW HONCHO AT MTV NETS

Warner Communications shifts its Co-Chief Operating Oficer David Horowitz over to the presidency of MTV Networks Inc., sells off a majority interest in WCI Labs Inc., a research and development arm, and omits its regular quarterly dividend on common stock as the company continues to push its cable operations toward profitability.

SUTTON OPPOSES D.C. FRANCHISE

Percy Sutton, chairman of Inner City Broadcasting Corp. and an investor in Capital City Cable, is opposing the Washington, D.C., franchise plan involving the partnership venture of District Cablevision Inc. and Chesapeake & Potomac Telephone Co.

What's in the sections

PROGRAMMING 21

Robert DiMatteo asks the lyrical question: How *do* you judge candidates for MTV's upcoming video music awards?

MARKETING/ADVERTISING 22

The Bravo cultural pay service is being offered as part of an expanded basic package in San Francisco. And according to a system official, it's a rousing success.

BUSINESS 39

Warner Amex may have to withdraw a petition concerning franchise fees before the Federal Communications Commission before Pittsburgh officials will consider the company's request to transfer that city's franchise to Tele-Communications Inc.

GOVERNMENT & LAW 41

District Cablevision Inc., Washington's choice to provide its cable service, must first meet FCC tests on a plan to have the telephone company build the system, a potential roadblock if unchosen bidders oppose the application. Also, M/A-COM argues that unreasonable local TVRO zoning ordinances should be preempted by the FCC.

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About the cover

Artist Malcom Farley's comical illustration of "paying through the pole" depicts the cable operators' dilemma over pole attachment rates.

Pages 23-38 PLUS

Pole attachment politics

As the effectiveness of the Pole Attachment Act wanes before the power of PUC jurisdiction, cable operators are taking telcos to task over excessive pole attachment fees. Senior Editor Fred Dawson examines the problems operators face in the fight for fair rates. Also, Associate Editor Gary Kim looks at some of the consequences of cable signal leakage for the aviation industry.

CableVision

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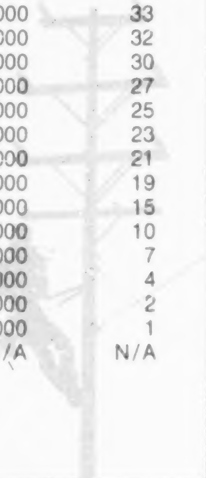
BPA

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable	36.7%
Percent of HP with basic cable	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since July 1984.

Arizona
Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)
Gilbert—negotiating with Masada Corp (3,000 homes)

California
Avalon—award to Catalina Cable TV 4/3/84 (1,500 homes)
Chino—negotiating with Buena Vision (12,000 homes)
Claremont—negotiating with Group W (9,800 homes)
Commerce—proposals from Buena Vision and Falcon Communications (3,700 homes)
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637)
Durante—negotiating with KTS Corp for operation of city owned system (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83, (166,000 homes)
East Yolo—proposals from Cablevision, Sonics, Yolo Communications and Federal Communications Inc (10,000 homes)
La Puenta—negotiating with United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating with United Cable TV, (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—proposals received from Century Federal, City Cable Partners, Pacific Telephone, Marsh Media/Public Service Cable and Cable Communications Co-op of Palo Alto (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes)
South Monrovia—proposals received from Falcon Communications and Acton Corp (5,400 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
award to District Cablevision 7/10/84 (254,000 homes)

Florida
Fellsmere—award to Sci Ad 3/29/84 (1,500 homes)
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—final awards granted to four of five areas. Area I proposals under review (300,000 homes), Area II award to Group W (217,000 homes), Area III award to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) 6,000 homes), Area V to Continental Cablevision (188,000 homes)
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes)
Elmwood Park—proposals from Multimedia, Continental and Metrovision Inc (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—award to Multimedia 3/19/84 (7,100 homes)
Wheaton—award to Centel 7/2/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diognol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—award to Liberty Communications (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 5/8/84
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—proposal from TCI (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—RFP deadline extended
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co 8/17/83 (1,062 homes)

Maryland
Baltimore—negotiating with United Cable (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no responses to RFP
Belmont—plan municipal ownership (2,760 homes)
Berkley, Dighton, Freetown—preliminary award to Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co 1/9/84 (1,200 homes)
Cambridge—RFP issued (43,000 homes)
Concord—award to Nashoba Communications (5,180 homes)
Dedham—award to Bay Cable TV 11/17/84 (8,000 homes)
East Bridgewater—RFP re-issued, deadline 7/16/84 (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable (2,000 homes)
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Wurcester Cablevision 3/5/84 (4,000 homes)
Holiston—preliminary award to Massachusetts Cablevision Systems Inc (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp and TeleCommunications Inc (1,700 homes)
Marblehead—restarting franchising process
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Mendon—proposals from United Cablevision and Massachusetts Cablevision Systems Inc (1,200 homes)
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes)
Nahant—only proposal from Warner Amex, no action until summer 1984 (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton--award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)
Shirley—proposals submitted by United CableVision and Mashoba Communications (1,827 homes)
Southborough—preliminary award to Greater Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co (2,000 homes)

CABLE STATS

Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—award to Nashoba Communications 11/83 (2,306 homes)
Upton—award to Worster Cablevision Inc 4/9/84 (1,600 homes)
Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes)
Weston—proposals received from Adams-Russell, Continental Cable Cooperative, Waylen Cable Cooperative and Kalba Bowen
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Horner Township—accepting statements of interest (800 homes)
Jerome Township—award to Whitney Cablevision
Lake Orion—negotiating with Tribune United. (7,800 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc to complete with existing franchised cable system. Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake/Sylva Lake—award to Continental Cablevision 5/21/84 (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota
Afton, Cottage Grove, St Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine—proposals received from North American, Valley View and Dowden Communications (5,227 homes)
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—proposals received from Rite Cable and Dow-Sat Cable of Minnesota
Blaine, Centerville, Circle Pinas, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel Co 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel Co 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—proposals submitted by Dowden Communications and Rite Cable Company of Minnesota (457 homes)
Menahga—award to West Central Tel Co 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp, Dundas, Bridgewater Twp, Rice County, Waterford, Twp, Dakota County—award to Nor-Com Video 12/9/83 (4,416 homes)
Oakport Township—award to Spectrum Communciations 10/83 (200 homes)
Oklee—award to Garden Valley Tel Co 10/83 (242 homes)
Parker's Praire—award to Mid-West Tel Co 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel Co 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—RFP issued, deadline 8/3/84 (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St Paul—proposals received from Continental Cablevision and Rite Cablevision (24,032 homes)
Windom—plan municipal ownership (1,600 homes)

Missouri
St Louis—award to STL Cablevision Partners Inc (75% of city) and St Louis City Communications (25% of city) 4/11/84 (178,000 homes)

Nebraska
Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—negotiating with Harron Communications (1,124 homes)
Pelham—award to Harron Communications 3/27/84 (2,500 homes)
Sandown—proposals received from Harron Co and Continental (800 homes)
Wolfeboro—award to Lakes Cablevision Corp 1/18/84 (833 homes)

New Jersey
Jersey City—administrative hearing to be held 9/84 regarding franchise process
Patterson—plan municipal ownership, RFP issued for operation (55,000 homes)

New York
Beekman—award to Dutchess County Cablevision Assoc 3/13/84 (2,100 homes)
Mayville—award to U.S. Cable 9/26/83 (5,430 homes)
Mt Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83. Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable and Vision Cable—Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—proposal from Community Cable Services (1,100 homes)
Norwich—NewChannels withdrew application, exploring other alternatives (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—award to Consolidated Communications Corp 3/7/84 (775 homes)

North Carolina
Camden County—award to Cable East 5/7/84
Jackson—negotiating with Cable South Inc (400 homes)
Pamilico County—award to Kounty Kablevision 10/17/83 (4,000 homes)

Ohio
Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—preliminary award to Oberlin Cable Co-Op (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon
Amity—award to Eagle Cable Systems Inc 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—negotiating with Liberty Communications (TCI) (507 homes)
Sylvan—negotiating with Liberty Communications (TCI) (1,200 homes)

Pennsylvania
Franklin Township—award to Scatcom Cable 11/83 (800 homes)
Philadelphia—city is divided into four areas: Area I — proposals from Greater Philadelphia Cablevision and Independent Cable of Philadelphia. Area II — proposals from Philadelphia Inner City Cable System and Wade Communications. Area III — proposals from Cablevision of Philadelphia and Rollins. Area IV — proposals from Cablevision of Philadelphia, Comcast Cablevision of Philadelphia and Rollins (each area 155,000 homes)

Rhode Island
Battle Ground—negotiating with Cox Cable (1,000 homes)
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas
Azle—award to Teltran 4/3/84 (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia
Berryville, Clarke County—award to Berryville TV Cable Co 4/17/84 (600 homes)
Dinwiddie County—award to Crater General Communications 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communications 2/1/84 (16,697 homes)

Washington
Granger, Toppenish, Wapato, Zilah—award to McCaw Communications 9/83 (5,300 homes)

Wisconsin
Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
New Glarus—negotiating with Teledata Systems (675 homes)
Waterford—negotiating with Total TV (600 homes)

Wyoming
Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes)

Source: Titsch Communications Inc

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n), 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas Area I FP Areas II, III, IV, V FG
4	Philadelphia	City is divided into N,S,E,W-FP additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C	FG
9	Clevland	BP
10	Dallas/Ft Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP), 1-BP), Tacoma-OP
15	Minneapolis/St Paul	OP/FG
16	Atlanta	OP
17	St Louis	FG
18	Tampa/St Petersburg	UC/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebenon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titsch Communications Inc

PLUS
MARKETING
Will PPV sports work?

- HBO's Cox to Time Inc. corporate in honcho shuffle
- ATC, HBO challenge franch process in Frisco filing
- Turner back in black; Storer registers loss
- Support your ops, programmers' confab urged

CableVision™

The news and features weekly of the cable television industry

August 6, 1984

Marketing sports on cable

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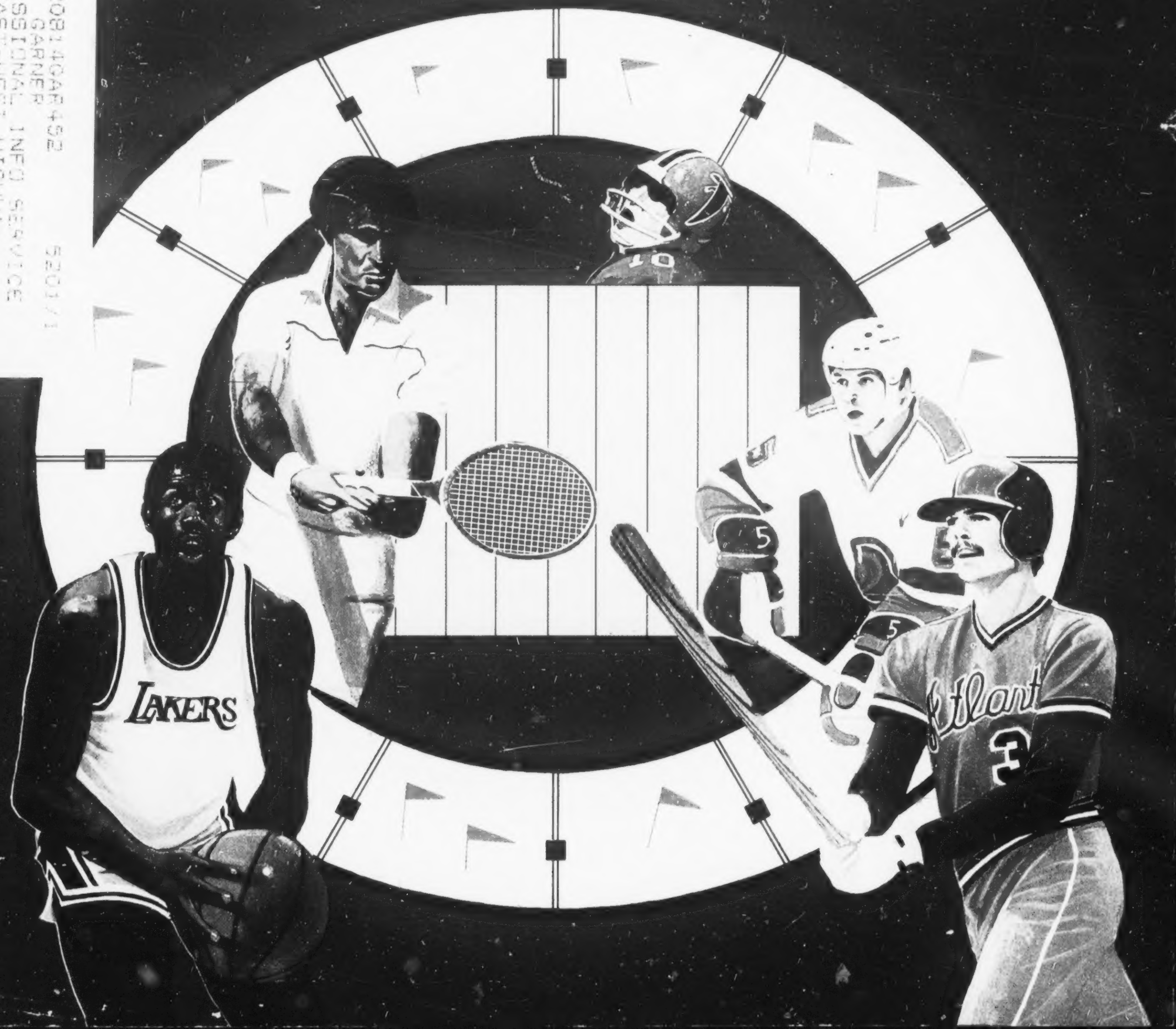

CableVision

This Week in Cable, pages 14-20

August 6, 1984, Volume 9, Number 49

ATC, HBO BACK FRANCH CASE

ATC and HBO have filed an amicus brief in Federal Court supporting a case that could have far-reaching implications for the franchising process.

HBO EXEC MOVES TO NEW POST

Tony Cox, president of HBO's Network Group, moves out of Time Inc.'s video group to work with Gerald Levin, former video group vice president, as vice president for corporate planning. Cox's move triggered yet another reorganization at HBO Inc.

STORER REPORTS QUARTERLY LOSS

Storer Communications posts a $1.1 million operating loss in its latest quarter, despite an uptick in earnings. Storer joined with Heritage, Centel, Capital Cities, and other MSOs that released quarterly figures last week.

MSO REPS PLAY UP W-A SALE

Representatives from Tele-Communications Inc. and Warner Amex appeared before Pittsburgh residents last week in an effort to win support for the proposed sale of the financially ailing system to Denver-based TCI.

Sports special

pages 23-41 **PLUS**

Marketing sports on cable

The wide world of sports and the versatility of cable television have always been compatible, but with the launch of five new regional sports networks this spring and the Supreme Court's recent decision regarding NCAA programming contracts, the relationship between sports and cable has taken on a whole new intensity.

In this week's special PLUS section, Simon Applebaum reviews the five new regional sports networks, Cecilia Capuzzi explores the advertising possibilities for sports programming, and Eric Taub delves into the pros and cons of pay-per-view programming. Also, profiles of veteran Madison Square Garden Network and newcomer College Sports Network.

What's in the sections

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Robert DiMatteo reviews *The Animals Film*, a hard-hitting nature documentary coming up on Bravo.

BUSINESS 42

Reese Schonfeld, former president of Turner Broadcasting's Cable News Network, joins Cablevision Systems Development Inc. to develop new genres of news and informational programming—with his first goal the establishment of a nightly news operation at the MSO's Long Island, N.Y., system.

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About the cover

Marketing is still the game to play in the sports programming arena as artist Edward Clay Wright Jr.'s figures illustrate in this montage.

CableVision

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BPA

Marketing regional sports networks

Courting the sports fan in his own hometown is the name of the game for the industry's newest sports network players.

By Simon Applebaum

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Just two years ago, the cable industry came out of a growth phase known in some quarters as "launch mania," a time when five national cable services—The Weather Channel, The Entertainment Channel, Cable Health Network, Satellite News Channel, and EROS—debuted within a two-month period. Of the fivesome premiering between May 1 and June 30, 1982, The Weather Channel has survived to this summer in its original format, while Cable Health Network has merged into Lifetime. The rest have died.

At the moment, it's too early to predict the fate of another group of industry players that turned on for the first time this spring. They are the five newest additions to the growing number of regional pay sports services in business across the country. Unlike the May-June '82 start-ups, these channels inaugurated service within a shorter time span and did it in a more subdued atmosphere—no bombastic opening ceremonies or launch parties, no massive first-week advertising blitz.

This group of industry freshmen: Sports Time, the Midwest network organized by Anheuser-Busch, Tele-Communications Inc. and Multimedia; Sportsvue Cable Network, based in Milwaukee and run by the owners of the Brewers baseball and Bucks pro basketball teams; New England Sports Network, the joint venture among Storer Communications' New Boston Television subsidiary, the Boston Red Sox, and Boston Bruins; Home Team Sports, Group W Satellite Communications' pay channel covering the Baltimore-Washington, D.C., region; and Pro Am Sports System, an independently owned venture located in Detroit and extending to systems throughout Michigan and northern Ohio.

All five services premiered during the first three weeks of April and, thus far, have garnered 103,500 subscribers as a result of their collective marketing efforts over the last three months. Sports Time has about 40,000 customers, drawn from a 15-state region stretching from Ohio to Colorado. Home Team Sports and Pro Am Sports System have about 20,000 subscribers apiece, with Sportsvue slightly behind with 18,500 subscribers.

New England Sports Network brings up the rear with some 5,000 subscribers. The company's vice president and general manager, Peter Affe, attributes the figure to a late marketing start. "The progress is a little slower than anticipated," he says. "We started the venture last October, built this in six months, and only went to market after all our other elements were in place."

Those elements, including satellite delivery of its signal over Satcom I-R, were in place by NESN's April 4 launch. But some technical problems led the service to postpone its premiere on two earlier occasions this year, further delaying the marketing campaign.

"In order to be credible with the marketplace, we had to prove to them that we had a product and that we would launch," Affe explains.

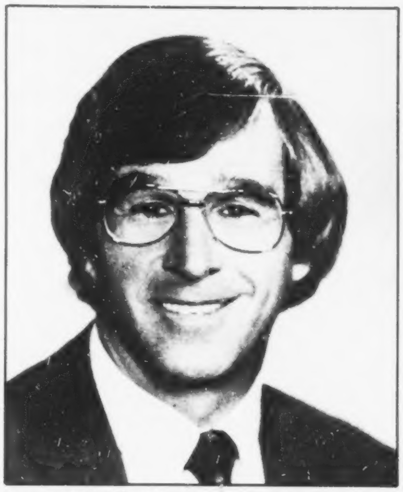
If there's one thing that unifies this group of regional networks, it's that all of them must market their product without benefit of a key urban market. Sportsvue is without a cabled Milwaukee, PASS can't approach Detroit, and Home Team Sports is impacted by a double whammy—no cable in Baltimore or Washington. Even Sports Time has an urban metropolis without wired households—its headquarter city of St. Louis.

The lack of urban markets has affected the marketing strategy of several networks in the group. In Home Team Sports' case, it impedes an attempt at a full-scale media campaign that would hit all of its environs simultaneously. So from the start, the network has built its strategy on a direct marketing approach tailored to individual communities.

"To take ads out in major newspapers would be a waste of money," acknowledges Jeffrey Wagner, HTS' marketing director. "We can't be broad-based, because the area isn't totally cabled yet. Instead of saying 'Hey, world, we're here' in *The Washington Post* or *Baltimore Sun*, we just use the media in more customized ways."

The ways Wagner uses most often are bill-stuffers, free system previews, direct-mail pamphlets, and cable guide announcements. In the 12 systems in which HTS runs, including Caltec Cablevision's Baltimore County, Md., franchise, the network has an average 10 percent basic penetration rate, officials maintain.

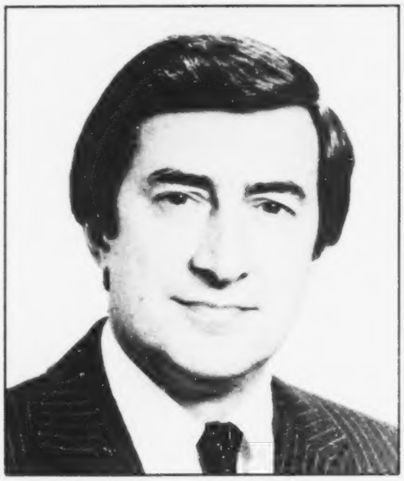
Tim Browne, Sports Time: "What the Supreme Court's recent (NCAA) decision does is provide a tremendous opportunity for late September marketing."


Joe O'Neill, Sportsvue: "The operator has to take a more active role in marketing. . . ."

Bill Wischman, general manager of PASS, is convinced that systems should have most of the responsibility for marketing a regional sports service. Much of his company's efforts are going into training techniques aimed at stimulating the interest of customer service reps and door-to-door salespeople.

"We're going in as a marketing consultant, and we provide them with whatever material and training they need," Wischman says. "You have to tailor the marketing approach to each system—there are general rules, but you find a lot of variances in the ways operators work and in their audience demographics. Some of them need more expertise than others."

Peter Affe, NESN: "In order to be credible with the marketplace, we had to prove to them that we had a product and that we would launch."



Bill Wischman, PASS: "You have to tailor the marketing approach to each system . . ."

PASS has kept media advertising down to a minimum, turning instead to public relations events involving the Detroit Tigers baseball team and to telemarketing as key marketing approaches. With the red-hot Tigers club running 80 of its games on PASS this year, the service has been able to organize cable operator tours of the team's stadium and has done some merhandise giveaways. One of the team's famous former pitchers, Mark "The Bird" Fidrych, makes regular appearances at system launches, dishing out hats and autographed baseballs.

With PASS's average basic penetration rate standing at 15 percent, network officials are looking to telemarketing drives to provide some lift. Using an independent service, PASS conducted a telemarketing campaign several weeks ago at a Detroit suburban system. PASS netted about 6,000 new subscribers from the system and is setting up a fall round of telemarketing marathons.

Covering all of 11 states and parts of four others, Sports Time has about 100 systems picking up its network; its major-market tier of affiliates includes Warner Amex in Cincinnati, Cox Cable in Omaha and Oklahoma City, and Heritage Communications' Des Moines franchise. Its marketing approach combines region-wide media blitzes and system-specific procedures advocated by PASS and Home Team Sports. "The overall umbrella," says Tim Browne, director of sales and marketing, "is that we are mid-America's sports network."

The region-wide drives take the form of extensive television, radio, and newspaper ad campaigns. In key markets, the campaigns are supplemented by frequent radio and TV spots that accent a certain sports team or organization. For example, cable subscribers in Cincinnati and surrounding areas are the target of Sports Time TV commercials with dates and times of upcoming Cincinnati Reds games. The specific team or game approach also is used in bill-stuffers, guide listings, and outdoor billboards.

Through its association with the Reds and Kansas City Royals, Sports Time makes almost daily use of radio networks that carry games of each team. At the Reds' and Royals' home stadiums, along with the St. Louis Cardinals' ballpark, the network has held poster nights and other merchandise giveaways.

San Diego has its Chicken, Philadelphia its Philly Fanatic—and Sports Time has its own mascot: Stanley Sports Time. Introduced in the network's first round of TV commercials three months ago, Stanley functions as an ongoing marketing tool, promoting awareness to the general public.

Ten members of the service's marketing staff direct Stanley Sports Time appearances at system launches, local golf tournaments, charity benefits, and other community service functions throughout its region. Two actors portray Stanley on a regular basis, which allows for flexibility in scheduling. Stanley also regularly shows up at Reds, Cardinals, and Royals games.

Sports Time has endured some rough spots during its first months. While achieving basic penetration rates from 12-14 percent in urban systems, Browne discovered that some suburban and many outlying franchises did lower-than-expected subscriber business with the network, with penetration rates of less than 10 percent. As an impetus to them, the service lowered its wholesale price range, giving systems that had sold Sports Time at $9 or $12 a month to subscribers the privilege of cutting the fee down to $6 and $9 a month. Browne will know by the end of the summer if the strategy paid off.

"The penetrations in the outlying areas weren't as strong as we wanted, so we quickly attacked the issue," Browne says. "One problem is that subscribers in those areas are looking forward more to college football and basketball games than they are to baseball, so when those seasons come, our penetration should improve."

Over at Sportsvue, service executives are feeling the impact of not having Milwaukee cabled.

"It's a serious situation for two reasons," says company President Joe O'Neill. "The city has the largest concentration of sports fans in our region. Secondly, we get better penetration as we get closer to Milwaukee. The average system penetration for us is 7.5 percent, but some Milwaukee suburbs run as high as 13 percent penetration."

Nevertheless, O'Neill is content with his service's marketing progress thus far. Cable subscribers in 55

Regional pay sports services premiering spring 1984—stats to date

Network	Launch date	Systems	Subscribers	Operating states	Projected systems/ date	Projected subscribers/ date
Home Team Sports	4/4	12	20,000	Maryland Virginia Delaware W. Virginia N. Carolina Pennsylvania	N.A.	N.A.
New England Sports Network	4/4	12	5,000	Massachusetts Connecticut Maine Vermont New Hampshire	20-35 March 1985	25,000 March 1985
Pro Am Sports System	4/17	40	20,000	Michigan Ohio	N.A.	65,000-70,000 April 1985
Sports Time	4/3	100	40,000	Ohio Iowa Arkansas Oklahoma Nebraska Missouri Kentucky Tennessee Indiana Louisiana Illinois W. Virginia N. Carolina Mississippi Kansas	150 Dec. 1984	100,000 Dec. 1984
Sportsvue Cable Network	4/3	55*	18,500	Wisconsin	70-75* April 1985	45,000-55,000 April 1985

N.A.—not available
*—communities served, system count not available

communities can buy Sportsvue; two major MSOs with large chunks of the state's wired population, ATC and Jones Intercable, have contracted with the network. The only beef O'Neill expresses is that in some areas operators could display a more aggressive approach with their salespeople in marketing Sportsvue.

"The operator has to take a more active role in marketing us," O'Neill continues. "We do very well penetration-wise when they fit us into a program they're operating, or when we turn on at times when they're actively marketing pay services."

Somewhat ironically, Sportsvue takes a low-key approach to marketing. Although its connection with the Brewers and Bucks teams gives it every right to stage stadium events and merchandise tie-ins, O'Neill has avoided such gimmicks in favor of ongoing system-specific newspaper ads, direct mail, and door-to-door brochures. The network also spent more than $500,000 on a statewide broadcast TV ad campaign that started launch week and will continue through the end of summer.

By that time, the service plans free previews and telemarketing. But O'Neill plans to move cautiously. His reserved nature stems from an experience earlier this spring. "Jones Intercable did a free preview in Green Bay and Madison, and it was well-received. But one problem you have in getting a pay service started is that each operator is at a different technical stage of development. Some systems can't physically get the job of putting people on a new pay service (done) as fast as others. That's what happened in Madison—we generated a lot of interest, but we couldn't get people on the service as fast as planned."

For New England Sports Network, its key market of Boston is cabled to a good degree; but the city franchise of Cablevision Systems Corp. already has a pay sports network in place. Sportschannel New England, owned by the system's parent MSO and The Washington Post Co., has been available to subscribers for the last two years. NESN faces a head-to-head contest with Sportschannel New England—not only in Boston, but in systems in New Hampshire, Rhode Island, Maine, Vermont, and elsewhere in Massachusetts that access both services.

"We're probably the only city in the U.S. that has competing (pay) sports channels, and (our competitor) is operated by the franchise holder in our home town," Affe laments. "It's a unique situation. Having a competitor is a benefit in some ways, because two sets of marketing people are out there selling sports on pay cable. Luckily, we've got enough of a market to split up."

Still, Affe knows that to become profitable, NESN must reach Boston subscribers. When Cablevision Systems will make a channel available to NESN is anyone's guess—including Affe's. "We haven't concluded a deal, and I don't know how likely it is that we will conclude a deal until the end of the baseball season," he says.

Until then, NESN is urging operators to consider "an electronic merger"—carrying both services on the same channel. It's feasible, Affe says, because due to sporting events scheduling, usually only one network cablecasts on a given night.

Going into August, NESN had 12 affiliates, including Colony Communications' Fall River and New Bedford, Mass., systems. Greater Media, Storer, and Adams-Russell also have committed systems to NESN. Despite the late marketing start, the network is getting a 10 percent basic penetration rate on average with its affiliates, officials say. Affe expects that rate to increase once NESN emerges from a schedule of mostly Boston Red Sox baseball to a lineup of boxing, wrestling, college activities, and later this year, Boston Bruins hockey.

"We have the benefit," Affe says, "of a two-season start-up."

The people in charge of marketing these five relative rookies to the regional pay service business maintain that the fall sports season will breathe new life into their campaigns.

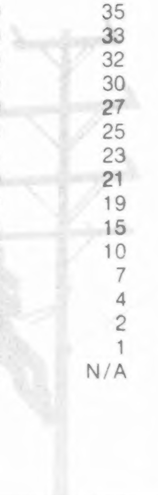
Live college football fuels that faith in the fall.

"What the Supreme Court's recent (NCAA) decision does is provide a tremendous opportunity for late September marketing," says Browne. "You lure the sports fan who didn't buy during the summer and retain current subscribers on board." ■

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A



Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) ..	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable ..	36.7%
Percent of HP with basic cable ..	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Reuters News View (text)	6
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Sports Time Cable Network	4
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	10
Biznet (Viacom)	15
Bravo (ESPN)	2
Satellite Jazz Network, KKGO-FM	17
National Christian Network	7
Playboy (evenings)	12
Santa Fe Communications	23
SCAN	3
SPN	3
SportsVision	9
Trinity Broadcasting Network	17
WPIX	19

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
American Christian Television Systems	2X
ARTS and Entertainment	12D
The Disney Channel (Wold Communications)	5X, 6X
Meadows Racing Network	11X
Nashville Network (Group W)	9D
National Jewish Television	12X
Pro Am Sports System	7X
SelecTV (Wold Communications)	3D
Sportsvue	4X
University Network	1X

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	5V, 6V
The Silent Network	9H

Galaxy I (Hughes)	**Transponder**
BET	17
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel	4, 24
GalaVision (SIN)	20
HBO	23
Home Team Sports	12
The Movie Channel	14
Nashville Network	2
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: Titsch Communications Inc.

CABLE STATS

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,798,000	(3/84)
2	American Television and Communications Corp	2,400,000	(5/84)
3	Group W Cable	2,011,000	(6/84)
4	Cox Cable Communications Inc	1,505,278	(6/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications Inc	1,382,983	(6/84)
7	Times Mirror Cable TV Inc	981,304	(6/84)
8	Continental Cablevision	884,000	(6/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television Corp	663,000	(5/84)
12	Sammons Communications Inc	594,000	(5/84)
13	Rogers Cablesystems Inc	539,848	(5/84)
14	Cablevision Systems Development Co	521,000	(6/30)
15	Comcast Cable Communications	461,649	(6/30)
16	Telecable Corp	411,606	(6/30)
17	Heritage Communications Inc	406,365	(6/30)
18	Jones Intercable Inc	392,523	(6/30)
19	Capital Cities Cable Inc	356,670	(6/30)
20	UA Cablesystems Corp	346,000	(6/84)
21	General Electric Cablevision	325,000	(6/30)
22	Wometco Cable TV Inc	292,732	(6/84)
23	Tele-Media	277,450	(12/83)
24	Century Communications Corp	275,000	(4/84)
25	Prime Cable Corp	272,788	(6/84)
26	Daniels & Associates Inc	260,678	(6/84)
27	Multimedia Cablevision Inc	249,187	(6/84)
28	Centel Cable Television Co	245,864	(6/84)
29	TCA Group	244,000	(6/84)
30	MacLean Hunter Cable TV Ltd	234,275	(6/84)
31	American Cablesystems Corp	199,934	(6/84)
32	Scripps-Howard	196,743	(6/84)
33	Service Electric Cable TV Inc	189,500	(4/84)
34	Colony Communications Inc	187,000	(6/84)
35	Adelphia Communications	185,474	(6/84)
36	Cable Vision Industries	183,201	(6/84)
37	Rollins Inc	175,916	(6/84)
38	Communications Service Inc	175,000	(9/83)
39	TeleScripps Cable	174,790	(3/84)
40	Cablentertainment Inc	170,815	(6/84)
41	Tribune Cable Communications	167,220	(6/84)
42	Western Communications	147,952	(6/84)
43	Harte Hanks Communications	146,762	(6/84)
44	McDonald Group	139,585	(6/83)
45	Adams-Russell Communications	129,799	(6/84)
46	Harron Communications Corp	128,586	(6/84)
47	Midcontinent Cable Systems Co	126,881	(6/84)
48	McCaw Communications	120,093	(6/84)
49	Midwest Video Corp	118,102	(9/83)
50	Sutton Capital Group	117,204	(6/84)
51	Buckeye Cablevision	116,498	(6/84)
52	Televents Inc	108,459	(6/84)
53	Falcon Communications	108,161	(4/84)
54	Armstrong Utilities	105,867	(6/84)
55	Harris Cable Corp	105,719	(6/84)
56	Communications Systems Inc	94,655	(4/84)
57	Lenfest Group	90,278	(6/84)
58	Summit Communications	89,328	(6/84)
59	Greater Media	88,120	(6/84)
60	Multi-Channel TV Cable Co	87,755	(4/84)
61	US Cable Corp	85,500	(6/84)
62	McClatchy Newspapers	82,733	(6/84)
63	King Videocable Co	80,660	(6/84)
64	National Telecommunications Corp	76,450	(3/84)
65	WEHCO Video Inc	73,750	(5/84)
66	Perry Cable TV Corp	73,276	(6/84)
67	Acton Corp	72,820	(6/84)
68	Ultracom Inc	70,747	(6/84)
69	The Essex Group	70,364	(5/84)
70	Palmer Communications	70,218	(6/84)
71	Omega Communications	68,000	(4/84)
72	Susquehanna Broadcasting	67,433	(6/84)
73	Cable Management Associates Inc	64,200	(6/84)
74	Sonic Cable TV	64,022	(6/84)
75	Pencor Services Inc	63,450	(5/84)
76	Booth Communications Co	62,569	(6/84)
77	Wabash Cablevision	61,024	(6/84)
78	Marsh Media	56,107	(6/84)
79	Omni Cable TV Corp	55,667	(6/84)
80	Selkirk Communications	53,588	(6/84)
81	The Daily Press	52,000	(6/84)
82	United Video Management	47,333	(5/84)
83	Simmons Communications	46,889	(6/84)
84	Matrix Enterprises	43,743	(5/84)
85	Helicon Corp	42,800	(6/84)
86	Chambers Communications Corp	41,063	(6/84)
87	Donrey Cablevision	40,523	(5/84)
88	Whitney Communications Corp	40,450	(6/84)
89	Joseph Gans	39,927	(4/84)
90	Combined Cable Corp	39,435	(6/84)
91	National Cablesystems Inc	38,212	(4/84)
92	Marcus Communications	37,474	(6/84)
93	New England Cablevision Inc	36,426	(6/84)
94	Masada Corp	36,350	(5/84)
95	Multivision Group	34,182	(6/84)
96	Cable Holdings Inc	33,711	(6/84)
97	First Carolina Communications Inc	32,218	(6/84)
98	Wisconsin Cablevision and Radio Co Inc	32,088	(5/84)
99	Cencom Cable Associates Inc	31,413	(6/84)
100	Southern Cablevision	30,000	(4/83)

Source Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	243,873	(6/84)
2	Woodbury (Long Island), NY	Cablevision Systems	231,000	(6/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,500	(6/84)
5	San Antonio, TX	Rogers Cablesystems	183,780	(5/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	163,026	(6/84)
8	Wayne, NJ	UA Cablesystems	130,500	(6/84)
9	Cincinnati area, OH	Warner Amex	129,700	(6/84)
10	Tulsa, OK	United Cable	115,787	(6/84)
11	Audubon, NJ	NYT Cable	114,623	(5/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Baltimore County, MD	Comcast Cable	107,900	(6/84)
14	San Juan, PR	Harris Cable Corp	105,719	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	105,268	(6/84)
16	Erie County, NY	Prime Cable Corp	104,810	(6/84)
17	Atlanta metro area, GA	Prime Cable	102,616	(6/84)
18	San Jose, CA	Gill Industries	102,233	(5/84)
19	Austin, TX	ATC	98,900	(12/83)
20	Honolulu, HI	ATC	97,100	(12/83)
21	Jacksonville, FL	Continental	97,000	(6/84)
22	Toledo, OH	Buckeye Cablevision	96,087	(6/84)
23	Seattle, WA	Group W Cable	96,000	(6/84)
24	Englewood, CO	United Cable	95,255	(5/84)
25	Central Islip, NY	Viacom Cablevision	95,000	(6/84)
26	Memphis, TN	ATC	94,300	(12/83)
27	Jefferson Parish/Kenner, LA	Cox Cable	92,519	(6/84)
28	Manhattan, NY	Group W Cable	91,700	(6/84)
29	San Francisco, CA	Viacom Cablevision	86,700	(6/84)
30	Lexington, KY	Telecable Corp	85,360	(6/84)
31	Fresno, CA	McClatchy Newspapers	82,733	(6/84)
32	Dallas, TX	Warner Amex	82,475	(6/84)
33	Grand Rapids, MI	General Electric	80,900	(6/84)
34	Wilmington, DE	Rollins Cable	80,584	(6/84)
35	Wichita, KS	Multimedia Cablevision	80,205	(6/84)
36	San Diego, CA	ATC	78,900	(12/83)
37	Seattle, WA	Viacom Cablevision	78,000	(6/84)
38	Phoenix, AZ	Times Mirror	75,761	(6/84)
39	Flint, MI	Comcast Cable	74,500	(6/84)
40	Pittsburgh, PA	Warner Amex	74,465	(6/84)
41	Overland Park, KS	Telecable Corp	74,211	(6/84)
42	New Orleans, LA	Cox Cable	72,934	(6/84)
43	South Bend, IN	Heritage	67,223	(6/84)
44	Broward County, FL	Storer	67,034	(6/84)
45	Tacoma, WA	Cable TV of Puget Sound	66,113	(5/84)
46	Richmond/Henrico Cty., VA	Continental Cablevision	66,000	(6/84)
47	Louisville, KY	Times Mirror	65,952	(6/84)
48	Omaha, NE	Cox Cable	65,773	(6/84)
49	Oklahoma City, OK	Cox Cable	65,031	(6/84)
50	Baton Rouge, LA	Daniels & Assoc	64,989	(6/84)
51	South Texas, TX	Heritage Communications	64,629	(6/84)
52	Charlotte, NC	ATC	64,600	(12/83)
53	Santa Monica, CA	Group W Cable	64,300	(6/84)
54	Cleveland Heights, OH	Viacom Cablevision	64,000	(6/84)
55	Jefferson County, KY	Storer	63,845	(6/84)
56	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
57	Columbus, OH	Warner Amex	62,119	(4/84)
58	Columbus, OH	Coaxial Communications	61,720	(6/84)
59	Buffalo, NY	TCI	61,000	(3/84)
60	Akron, OH	Warner Amex	60,772	(4/84)
61	St. Petersburg, FL	Group W Cable	60,500	(6/84)
62	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
63	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
64	Allentown, PA	Service Electric Cable	60,000	(1/84)
65	Clearwater, FL	Newhouse Broadcasting	60,000	(5/84)
66	Kansas City, MO	ATC	59,100	(12/83)
67	El Paso, TX	Group W Cable	58,700	(6/84)
68	Syracuse Suburbs, NY	New Channels Corp	58,463	5/84
69	Las Vegas, NV	Times Mirror	58,448	(6/84)
70	Monterey, CA	Western Communications	58,214	(6/84)
71	Santa Barbara, CA	Cox Cable	58,115	(6/84)
72	Snohomish County, WA	Viacom Cablevision	58,000	(6/84)
73	Harrisburg, PA	Sammons Communications	57,000	(5/84)
74	Sarasota, FL	Storer	56,913	(6/84)
75	Hartford, CT	Times Mirror	56,328	(6/84)
76	Nashville, TN	Viacom Cablevision	56,000	(6/84)
77	New Britain, CT	United Cable	55,825	(5/84)
78	Des Moines, IA	Heritage Communications	55,525	(6/84)
79	Madison, WI	Midcontinent Cable/TCI	55,375	(6/84)
80	Chicago Suburbs (Oak Park), IL	CableVision	55,000	(6/84)
81	Allentown, PA	Twin County Cable TV Inc	55,000	(3/84)
82	Binghamton, NY	NewChannels	54,565	(5/84)
83	New Haven, CT	Storer	54,762	(6/84)
84	Chattanooga, TN	TeleScripps	54,099	(5/84)
85	Bridgeport, CT	Cablevision/Scripps Howard	54,000	(6/84)
86	Knoxville, TN	TeleScripps	53,985	(5/84)
87	Albany, GA	Storer	53,782	(6/84)
88	Worcester (Leicester), MA	Greater Media	53,139	(6/84)
89	Charleston, SC	Storer	53,002	(6/84)
90	Port Arthur, TX	TCI	52,470	(12/83)
91	Westchester County, NY	UA Cablesystems Corp	52,400	(6/84)
92	Canton, OH	Warner Amex	52,367	(4/84)
93	Greater Boston, MA	CableVision	[illegible],033	(5/84)
94	Escondido/San Diego, Cty., CA	Times Mirror	51,651	(6/84)
95	Shreveport, LA	ATC	51,400	(12/83)
96	Los Angeles, CA	Falcon Communications	51,000	(5/84)
97	Jackson, MS	ATC	50,700	(12/83)
98	Reading, PA	ATC	50,000	(12/83)
99	San Rafael/Marin Cty., CA	Viacom Cablevision	50,000	(6/84)
100	Winston-Salem, NC	Summit Communications	49,415	(6/84)

Source Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

PLUS BUSINESS
Can diversification cut revenue losses?

- Detroit's Barden backs off dual trunk in pre-pact plea
- '88 Olympics execs talk pay-per-view with major ops
- NCTA, cities try it again on dereg bill compromise
- Yankee ops ponder alternate tech moves at NECTA

CableVision™

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August 13, 1984

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Taking to the air: Getting into mobile radio

CableVision

This Week in Cable, pages 15-20

August 13, 1984, Volume 9, Number 50

BARDEN GOES FOR CONCESSIONS

Barden Cablevision, holder of Detroit's cable franchise award, is going after concessions for its venture—led by a proposal for a 550 MHz single-cable system with 79 channels instead of a promised 124-channel, dual-cable operation.

PPV FOR 1988 OLYMPICS?

Agents for the 1988 Summer Olympics are discussing the possibility of selling pay-per-view rights for a number of games to a consortium of the nation's top cable operators.

4103: NCTA POWWOWS WITH CITIES

Four of six city negotiators met with NCTA officials last week to hear formal requests from the cable industry on desired modifications to H.R. 4103. While the meeting was described as "cordial," cities' spokespeople maintain major renegotiation of bill will not happen.

NECTA DRAWS OPS, EXHIBITORS

Some 850 operators and exhibitors gathered in Sturbridge, Mass., to conduct business at a leisurely pace during the New England Cable Television Association's annual convention last week.

CTAM: BIG PLANS FOR CONFERENCE

The Cable Television Administration and Marketing Society holds its 10th annual conference next week in New York. Determining "critical success factors" for the industry will be the centerpoint of CTAM's event.

What's in the sections

PROGRAMMING 21

The Miami News starts a daily local news service over Dade County's educational access cable channel. And Robert DiMatteo monitors the effect of commercials on Nickelodeon.

MARKETING/ADVERTISING 22

Reports of "flattening revenues" for the industry are "overexaggerated," according to Charles Kadlec, a cable management consultant. In an address before the Denver Cable Club, he said systems could counter slow revenue growth with a strong local ad sales effort—and, eventually, with pay-per-view event programming.

BUSINESS 34

Is there a place for cable operators in the direct broadcast satellite and long-distance telecommunications businesses? Representatives from MCI and Satellite Television Corp. think so, and relayed the message to attendees of the New England Cable Television Association last week.

GOVERNMENT & LAW 36

Cox Cable of Tucson has challenged a Copyright Office ruling preventing the substitution of distant signals for rate grandfathered independents. In a suit filed in federal court, the cable company said the Copyright Office ruling contradicts FCC guidelines still in effect.

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About the cover

Artist Earl V. DeWald sees mobile telephones as a part of everyone's life in the future.

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PLUS

Cable branches out

Many cable operators are finding ways to exploit new services such as VCR rental and pay-per-view product in order to broaden their revenue bases. Senior Correspondent Paul McCloskey looks at the ways some industry players are turning competition to their own advantage. Also, Senior Editor Victoria Gits delves into the world of mobile telephone and radio paging.

CableVision

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BPA

Making radio waves

Cable operators find the budding mobile telephone and radio paging business a way to branch out—if the conditions are right.

By Victoria Gits

If you're in the market for a growth opportunity, consider mobile telephone and radio paging—two businesses that have attracted the attention of newshounds, cable moguls, and multimedia tycoons alike.

The main appeal of these industries is the prospect that, ultimately, everyone will have a personal telephone in his car or a pencil-sized pager in his pocket. But the best part is, he will be paying a fee—month in and month out—for the privilege of using it.

A case in point is the Tandy Corp.'s $99 pager sold through Radio Shack stores across the country. Another is Metromedia Inc.'s toy-like "Li'l Bugger," which rents for $39.95 a year and $5 a month. MetroCall of Alexandria, Va., sells the whimsically named "Hippobeepamus."

Obviously, the idea is to replace a mysterious, high-tech image with something warm and fuzzier. Sell to sis and little brother, not just Dr. Bob the obstetrician and peripatetic computer troubleshooters.

There are those who think the mobile telephone business will eventually go this way as well. The profit potential is luring some interesting competitors.

Cox Communications, for instance, just completed in June the $10 million purchase of CyberTel Corp.—a move that makes Cox the 90 percent owner of one of two cellular radio permits in the St. Louis market. It also puts Cox squarely in the radio paging business, with 11,000 subscribers. Cox has applications pending in Charlotte, N.C., Oklahoma City, and Omaha, as well.

United Cable Television apparently intends to make a big investment, having applied for 50 permits in 30 markets to compete in radio paging. United also has applied to be one of the country's three organizers of a nationwide paging network.

Continental Cablevision has filed 17 applications to operate cellular radio systems in the 31st to 90th largest markets. The MSO is going into business as a resale mobile telephone agent in Boston, and is close to buying a radio common carrier.

Another notable newcomer is MCI, which acquired Western Union International and its subsidiary, Airsignal International, serving 75,000 paging customers in 17 states.

Other cable names associated with the mobile telephone business are McCaw Communications and Colony Communications.

It should be noted at this point that we are talking about the radio common carrier (RCC) business, a traditionally slow-but-steady type of business, typically independently owned. An RCC owns, operates, leases, maintains, and delivers mobile communications equipment to private individuals.

An RCC's assets in the field consist of a fixed-base radio station and a transmitter network. Most RCCs offer both paging service and mobile telephone. All RCCs must be licensed by the Federal Communications Commission, and many must be approved by a state regulatory authority.

RCCs were not considered a glamor item until a couple of years ago when Metromedia Inc., the broadcasting conglomerate, made a giant play. In only two months, May and June 1982, Metromedia spent well over $100 million to buy six of the largest paging operations in the country (Beep Communications Systems and Radiofone Corp. in New York, Zip Call in Boston, Rogers Radio in Chicago, Radio Broadcasting Co. in Philadelphia, and ICS in Los Angeles), as well as an interest in a New York mobile telephone consortium.

Brian Deevy, vice president for investment services, Daniels & Associates: The pager business is growing at a rate of 30 to 35 percent per year, and, by 1990, users could number in the range of 10 to 20 million, compared to 2.2 million now.

With some 263,000 mobile and paging units among its subscribers, Metromedia comes close to beating the industry leader, Graphic Scanning, which has 275,000 subscribers in paging alone, through its subsidiaries, Digital Paging Systems and Radio Relay Corp.

Much interest also was stirred by Bill Daniels of Daniels and Associates in February, 1983 when the industry's most influential systems broker gave the business his endorsement. According to the Daniels newsletter of that month: "The real story of 1982 has been largely ignored, and that is the growth of the so-called 'personal communications' industry. We believe the growth potential of this industry in the 1980s is enormous, and we believe that cable operators are extremely well-positioned to take advantage of this opportunity. The question is, will they do so?"

The market for mobile telephone

Most observers will concede the time to get in on the ground floor of the blooming mobile telephone business has passed. It has been three years since the FCC voted in 1981 to allocate 20 MHz of spectrum to cellular radio systems—a long-awaited decision that did for the mobile telephone business what satellite delivery of Home Box Office did to the cable industry.

Since that time, most of the territory has been spoken for. The deadline to file applications for the 30 largest markets attracted 194 candidates in June 1982, and the FCC has already chosen the winners among the telephone company entries and most of the non-wireline contenders as well. (According to the formula worked out by the FCC, there would be two permittees allowed in each market: one telephone company or "wireline" concern and one independent or "non-wireline" firm.)

We are now down to the 90th through 120th largest markets, and the filing deadline was July 20, 1984.

Due to the overload of applications—500 were submitted for markets 31 to 60—the FCC has abandoned its "comparative hearing" process in favor of a lottery system. At press time, word was the fourth and final round had attracted more than 5,000 entries from speculators and individuals who need only prove they can find $1.5 million in start-up funds and submit a technically workable plan.

What the introduction of cellular technology did was greatly enlarge the system capacity. In Denver, for example, the old system was oversubscribed at 1,000 phones; but with the cellular system in place, capacity eventually will rise to 150,000 subscribers and 30,000 simultaneous conversations.

Experts believe the market for mobile telephones is huge, extending beyond units linked to cars to compact portables that people someday will carry everywhere, much like watches and pens.

In the meantime, the most widely quoted number, and the one used by the industry trade association, Telocator, is 1.5 million subscribers by 1990 (compared to 186,000 in 1982), representing a $2.7 billion market. Telocator pegs a growth rate at about 6 percent per year.

Another industry analyst, Frost & Sullivan, forecasts a total of 720,000 subscriber units will be sold between 1983 and 1988.

The market for mobile telephone, indeed may be enormous—but so is the start-up cost. The first cellular system to go on line, in October 1983, was Ameritech Mobile Communications of Chicago. It represents a $44 million capital investment. Its range is 2,500 square miles and its potential is 100,000 subs by 1990. The AMCI system slated for Cincinnati will cost over $12 million, the company estimates, and should attract 28,000 customers in five years.

The numbers explain why cellular telephones are prohibitively expensive, typically $2,500 for purchase and installation. Monthly charges are in the neighborhood of $150.

By the end of 1983, Ameritech counted 5,000 subscribers. By mid-July, 8,700 had signed on. To boost lagging sales, Ameritech lowered its monthly rate significantly, to $22 from $50, and reduced by 2 cents its per-minute rate. Everyone expects, of course, that, like computers and digital watches, the cost of mobile telephones will go down as penetration goes up.

In the meantime, getting in and staying in the cellular radio business is likely to require two things: a lot of patience and some very deep pockets.

The market for radio paging

There is a less expensive way to get in the personal communications game, and a way that its advocates say should mean big cash flow today, not in five years.

The business of selling personal pagers—commonly known as beepers—has changed dramatically in the last several years. In January 1982, the FCC allocated 38 low-band channels and 40 frequencies in the 900 MHz band, plus space for a nationwide paging service.

At the same time, equipment manufacturers introduced advance-designed units that were more convenient and less obtrusive. The new beepers, in fact, don't beep; they vibrate. Other models can display up to 80 characters per message on an LCD readout. Some even have printing ability.

Improved design and prospects for cross-country paging (ideal for business travelers) has provoked more than idle curiosity.

Daniels and Associates' Brian Deevy, vice president for investment services, says most of Daniels' major cable clients have inquired about the mobile radio and RCC business. Daniels closed several deals for Carolina's RCC in the last year and is actively working on acquisitions for about a dozen other companies, Deevy says.

Mobile players

Tykeson Associates Enterprises
RCC:
Lane County Communications, Eugene, Oregon; Lane Paging; Telecom Systems, Inc., Eugene, Ore.
Subscribers:
3,500 combined paging and mobile phone
Annual Sales:
$3 million
Employees:
80
Date Acquired:
1984
Contact:
Don Tykeson, owner Bend Cable Communications, Bend, Oregon (former president of Liberty Communications)

Cox Cable Communications
Cellular and RCC:
90% owner of Cybertel Corporation, St. Louis
Subscribers:
Since start-up July 16, 1984, approximately 250 for cellular mobile telephone; regular paging and conventional mobile telephone serves 11,000 in St. Louis and Illinois.
Employees:
45
Annual Sales:
$3 million
President:
David Bayer, Cybertel Corp.

Continental Cablevision, Boston, Mass.
Cellular:
17 applications; 10 in markets 61-90; 7 in markets 31-60. Will go into business in Boston as a resale agent for mobile phone service.
Senior Vice President:
Tom Willett

McCaw Communications,
Bellevue, Wash.
Cellular:
56 applications pending: 5 in 31-60; 15 in 61-90; 30 in 91-120; Six applications granted and % ownership: Seattle, 16%; Portland, 16%; San Francisco, 23%; San Jose, 23%; Denver, 35%; Kansas City, 72%
RCC:
3 in Alaska; 6 in Western Washington state; 3 in Idaho;
Acquisition dates by group:
1972, 1974; and 1981.
Subscribers:
15,000 including telephone answering service and conventional mobile telephone
Employees:
100 plus
President:
Ed Hopper;
Vice president cellular:
John Stanton.

American Television and Communications
Cellular:
Applications pending in Boston, Honolulu, Orlando and Rochester

United Cable Television
RCC:
Has applied for 50 permits in 30 markets and has applied for license to operate nationwide paging system.

Deevy figures the pager business is growing at a rate of 30-35 percent per year and, that by 1990, users could number in the range of 10 million to 20 million, compared with 2.2 million now. The larger number coincides with Telocator's estimate.

The main attraction of the paging business is that it is relatively less capital intensive than cable or cellular radio; yet it provides cash flow in the range of $20-$35 per month, per subscriber. It is said to generate cash profit that is 40-50 percent of sales; although it is treated as a regulated utility in most states, rate regulation has not been a problem. Under the current FCC, the general trend is toward rate deregulation.

The greatest drawback is too much competition from similar technologies.

Advisers generally recommend buying into the business today, rather than applying for new channels. A hypothetical radio common carrier in one of the top 30 markets with 10,000 subscribers could command a price of $8-$9 million today, according to an industry source. Less than half of that represents the value of hard assets.

As an example of how fast the new pagers are catching on, Radio Contact Corp. of Denver has grown from 6,200 units in 1981 to 8,500 subs in 1983, and 11,000 subscribers today, according to Bob Speer, director of marketing.

When it started, paging was just for doctors, Speer says. Now it's getting popular with media people, airline pilots, flight attendants, computer engineers, railroad workers, and expectant fathers and mothers. An added plus is the low-cost pager, such as that sold by Tandy for $99. Speer looks forward to a 12-25 percent growth rate per year. With 60 employees, Radio Contact is doing $3 million in annual sales, says President Bob Forsythe. (Radio Contact also sells, installs, and repairs mobile telephones and, since the Denver system launched in early July, is doing so at a rate of 10-15 units a day.)

Fit for a cable company?

For the cable operator looking to diversify, the paging business offers some advantages. First, the cable operator already has the billing and service system in place and the engineering expertise on the staff. Second, the paging business, like the cable business, has been slow to market itself and stands to benefit from a more aggressive approach.

Deevy points out that without the hard-wire expense and the programming costs, a typical RCC can deliver its $30 product (on the average) more cheaply than the cable operator can deliver $30 worth of video channels.

Compared to cable systems today, however, RCCs, in general, can be purchased at lower cash flow multiples—about 6-10 times cash flow—depending on the quality of the system and the size of the potential market. In major markets, the rule of thumb is $1,000 per subscriber.

The main difference between cable and the RCC business is one of competitiveness, Deevy points out. In every major market, there are four or five licensed providers; the FCC has authorized several additional paging modes which could be developed. For example, broadcasters may now use the FM subcarrier frequencies to provide paging services.

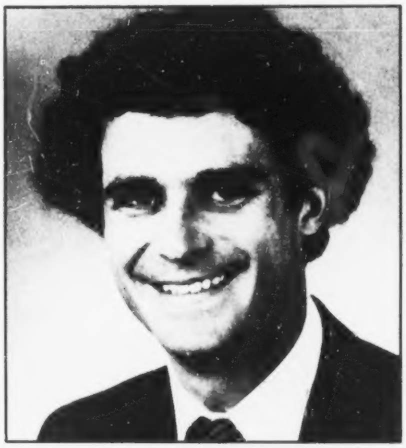
This makes paging a somewhat dicier proposition. "We have some questions about the economic viability of paging," says Jack Pottle, managing director of the Denver consulting firm of Brown, Bortz and Coddington. BBC has done cellular demand studies in about 100 markets. "We think there are ways to make money in paging, but it's an area where people have to be very careful, because it's not going to be an easy business. . . . Most of the barriers to entry are being eliminated and that means a lot more competition."

As to being a venture compatible with cable, Pottle says there are a couple of important differences. "Number one is that the cable industry historically has sold to consumers; mobile telephone and paging are marketed almost exclusively to businesses. To the extent that cable gets more into marketing to businesses, and personal communications gets more into marketing to the home, the fit is substantially better, but it isn't necessarily there right now," Pottle says.

Does Pottle think it's a good time to get into the business? Yes—but with some reservations. "If you want to go into paging," he says, "now is probably a relatively good time to do so . . . but we are still concerned about the excess spectrum and what we see as some real pressure on the margins in the paging business. You'd have to look very carefully and see what kind of added value you were bringing. Look at why you think you can do it better than an existing operator."

"You'd be surprised how many markets and carriers have been reluctant to introduce digital display paging—something we will take as given in major markets today."

George Perrin,
President of PageNet Inc.



"We think there are ways to make money in paging, but it's an area where people have to be very careful, because it's not going to be an easy business . . ."

Jack Pottle,
Managing Director,
Brown, Bortz and Coddington

For a cable operator thinking of getting in, valuing an RCC can be a tricky business. George Perrin, president of PageNet Inc., the Metromedia paging subsidiary, told attendees at an industry seminar sponsored by Titsch Communications in New York City last November that his pricing sense varies with the following factors:

- The predominant feature is the population base and the nature of the economic base, Sunbelt vs. Northeast industrial markets, for instance.
- The degree of overall pager penetration already in the market.
- What the competition charges, how many carriers are in the market, and what their share is of the market.
- The level of services offered. "You'd be surprised how many markets and carriers have been reluctant to introduce digital display paging. Something we will take as given in major markets today," he says.
- State certification. "In certain markets, you can get state certification if you're willing to pay the cost of the legal bills and the time, but by the time you've invested $100,000 and perhaps spent a year or a year and a half, a lot has changed in this industry."
- State regulation. "In some markets, you can come in and make an acquisition in an environment where you think you have relative protection, and find out a month or so later that the public utility commission or the legislature is considering regulation or regulation of the market. That changes the value."
- Degree of rate regulation. "We haven't run into that too much in the RCC. . . . But, when you're dealing on a bureaucratic level with a public utility commission that's used to an 8 to 10 to 12 percent rate of return with water companies, you'll pretty quickly opt for another course and seek out deregulation, in terms of entry, as a trade-off for ending up with that kind of business." Perrin suggested that as the paging industry gets bigger, it is going to attract more attention at meetings of state public utilities commissions—and that's something to think about.

Considering the unpredictable nature of state and local regulators, the paging business is not something for the faint of heart. The best position is to already have a position in the market. ■

Cable services subscriber count

Satellite-fed national service

Basic service	Affiliates	Subscribers	% change in subs from 5/31	
American Christian Television Systems (ACTS)	79	1,200,000	NA	5/84
Arts and Entertainment	1,500	10,500,000	NC	
Black Entertainment Television (BET)	340	7,000,000	+4.8	
Cable News Network (CNN)	6,167	27,654,000	+3.1	
CNN Headline News	1,695	12,570,000	+10.9	
C-SPAN	1,500	18,000,000	NC	
CBN Cable Network	4,619	24,300,000	+5.4	
Country Music Television	225	4,600,000	+10.9	
Entertainment & Sports Programming Network (ESPN)	7,994	32,700,000	NA	5/84
Eternal Word Television Network (EWTN)	165	2,410,000	+.2	
Financial News Network (FNN)	1,000	17,000,000	+1.5	
The Learning Channel	523	4,617,840	NA	5/84
Lifetime	1,914	19,611,422	NA	5/84
Modern Satellite Network (MSN)	443	10,000,000	-1.4	
Music Television (MTV)	5,470	21,800,000	-.9	
The Nashville Network	2,000	15,900,000	NA	5/84
National Christian Network (NCN)	95	1,200,000	NC	
National Jewish Television (NJTV)	196	4,050,500	NA	5/84
Nickelodeon[1]	3,250	21,100,000	+8.5	
Prime of Life	NA	NA	NA	5/84
PTL Satellite Network	1,033	10,000,000	NC	
Satellite Program Network (SPN)	500	11,217,000	NA	5/84
Silent Network	206	6,300,000	NA	5/84
SIN Television Network[2]	276	28,338,300	+1.0	
Trinity Broadcasting Network	366	4,339,000	+3.7	
USA Network	4,000	24,300,000	NA	5/84
The Weather Channel	1,260	12,800,000	+7.8	
WGN-TV	5,618	13,958,948	+.4	
WOR-TV	1,009	4,639,646	+.7	
WPIX-TV	152	885,000	NC	
WTBS-TV	7,730	31,600,000	NC	

Pay service

Bravo	152	235,000	+4.3	
Cinemax	2,100	2,700,000	NC	
The Disney Channel	1,712	1,132,389	NC	
GalaVision	200	130,000	NC	
Home Box Office (HBO)	5,400	13,500,000	NC	
Home Theater Network (HTN)	400	275,000	NC	
The Movie Channel	2,750	3,100,000	NC	
The Playboy Channel	457	720,000	+2.8	
Showtime	3,000	5,400,000	NC	

Audio service

Cable Jazz Network	4	39,500	+34.7	
Just For Listening	NA	NA	NA	5/84
Lifestyle	174	2,500,000	NC	
Love Sounds	5	11,000	-45	
Moody Bible Institute	34	535,879	+4.6	
Nice and Easy	7	52,000	+22.9	
Satellite Jazz Net, KKGO-FM	13	850,000	NC	
Satellite Radio Network	50	403,000	+.7	
SCAN	34	173,000	+5.8	
WFMT, Chicago	152	979,844	-1.5	

Text service

AP News Cable	400	4,700,000	NC	
Dow Jones Cable News	163	2,081,428	-6.5	
Electronic Program Guide (EPG)	164	3,174,029	+4.9	
Genesis Storytime	9	450,000	+61.2	
Reuters News View	350	4,100,000	NA	5/84

Non-satellite-fed national service

Bicycled service

The Cableshop	11	250,000	NC
Fuji Network	6	3,733	+2.8
Nippon Golden Network	5	8,105	NC
The Pleasure Channel	16	16,000	+21.9
Vector Consumer News	12	300,000	NC
Vector Consumer Shopping Guide	16	490,000	NC

Regional entertainment service

Regional services	Affiliates	Subscribers	% change in subs from 5/31	
Atlanta Interfaith	7	128,000	NC	
Bay Area Religious Channel (BARC)	5	107,100	+.1	
Buffalo Sabres Hockey	13	450,000	NC	
Home Sports Entertainment—Dallas	NA	NA	NA	5/84
Home Sports Entertainment—Houston	56	52,500	+10.5	
Home Team Sports	15	20,000	NC	
KTVT	NA	NA	NA	5/84
Life Newsvision	24	35,000	+68.0	
Madison Square Garden	52	1,674,000	+2.6	
Meadows Racing Network	19	275,000	NC	
MetroChannel	4	111,000	+1.7	
New England Sports	NA	NA	NA	5/84
Newsday Cable	1	232,000	+1.7	
PRISM-Philadelphia	89	370,000	-1.4	
Pro-Am Sports	35	19,914	+39.8	
Sonics Superchannel	11	22,000	-12.0	
SportsChannel (New England)	47	55,000	-.9	
SportsChannel (New York)	39	370,000	-20.0	
Sports Time	112	42,000	+4.8	
SportsVision	20	41,000	+19.5	
Sportsvue Network	22	18,500	NC	
Texas Cable Network	9	554,850	+1.4	
Video Music Channel	24	267,804	NC	
Z-Channel	21	95,655	NC	

Announced services

Non-satellite-fed service	Expected launch
The Games Network	TBA

Regional service

Box Seat	Summer 1984

Satellite-fed service

Almi Group Network	TBA
The Aloha Network	TBA
American Movie Classics	4th quarter 1984
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The CableShop	1/85
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	TBA
The Community Channel	TBA
Computer Radio	TBA
Episcopal TV Network	TBA
Just For Listening	TBA
Kidvid Network	10/84
Magicable	TBA
M-Net	TBA
More Time	4th quarter 1984
National Jazz Network	4th quarter 1984
The Nostalgia Channel	TBA
The Nostalgia Network	TBA
Pacific Cable	8/84
The Pleasure Channel	4th quarter 1984
The Professional Education Network	9/84
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	TBA
The UN Channel	TBA
The Work Channel	TBA

Note: Subscriber and affiliate counts are as of 6/30/84 unless otherwise indicated
NA denotes not available
NC denotes no change
TBA denotes to be announced

[1] As of May 1984, based on A.C. Neilsen National Meter. Subject to qualifications upon request
[2] Total SIN reach. Spanish speaking households: 3,368,300

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

CABLE STATS

National cable advertising

This chart lists national advertisers on the basic cable networks during July 1984.

BET
Amtrax (R)
Anheuser-Busch (R)
Avon (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Division (R)
Home Box Office (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears (R)
Thompson Medical (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Warner Bros. Inc. (N)
Wrigley's (R)

CNN[1]*
Admiral (R)
American Express (R)
American Home Products (R)
Anheuser-Busch (N)
Apple Computer (R)
Ashton-Tate (R)
Benihana (R)
Bristol Myers (R)
Cannon (N)
Chevrolet (R)
Clorox Co. (N)
Disney Co. (R)
Eastern Airlines (R)
Family Circle Magazine (R)
Federal Express (R)
Ford Motor Co. (R)
General Foods (R)
Honda (R)
J.G. Durand (R)
Kelloggs (R)
Kikkoman International (R)
K-Mart (R)
KLM Airlines (R)
Kodak (N)
Mazda Motors (R)
Nabisco (R)
Olivetti (R)
Paine Webber (R)
Paul Masson Wines (R)
Procter & Gamble (R)
Prudential-Bache Securities (R)
Publishers Clearing House (R)
Ralston Purina (N)
Runner's World Magazine (R)
Sears (R)
7-Up (N)
Shell Oil (N)
Sonny's Barbeque (R)
Thomas J. Lipton (R)
Time-Life (R)
Toshiba (R)
Toyota (R)
20/20 Eye Drops (R)

CNN Headline News[2]*
Allstate Insurance (R)
Apple Computers (R)
Colonial Penn (R)
Combe Inc. (R)
Dow Jones (R)
Family Circle Magazine (R)
General Electric (R)
Gulf Oil Corp. (R)
J.D. Durand (R)
Jeffery Martin (R)
John Hancock (N)
Kelloggs (R)
KLM Airlines (R)
MO Hickorey Corp. (R)
National Republican Committee (R)
Nestles (R)
Procter & Gamble (R)
Richardson-Zick (R)
Speed Queen (R)
Tender Corp. (R)
Time-Life (R)
Toshiba (R)
Toyota (R)
20/20 Eye Drops (R)
Urban General (R)
Visa USA (R)
Wrigley's (R)

C-SPAN
AT&T (R)
IBM (N)
Merrill Lynch (R)

Dow Jones Cable News
Barron's (R)
Charles Schwab & Co. (R)
Wall Street Journal (R)

FNN
American Airlines (R)
Avis (R)
Buick (R)
Campbell Corp. (R)
Chrysler (R)
Ford Corp. (R)
Hyatt Hotel (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Micro Age (R)
Minolta Copiers (R)
Ramada Inn (R)
Shearson/American Express (R)

MSN[3]
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Motors (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television
Bank Hapoalim (R)
Coleco (R)
Crazy Eddie Stores (R)
Goody Products (R)
Hertz (R)
Jerusalem Post (R)
Sheraton Hotels (R)

Weather Channel
American Home Products (R)
American Motors Corp. (R)
Anco Wiper Blades (R)
Armour Dial (R)
AT&T Communications (R)
Borden (R)
California Tree Fruit Agreement (R)
Carter-Wallace (R)
Clorox (R)
J.C. Penney (R)
Johnson & Johnson (N)
Kraft Foods (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats (R)
Ralston Purina (R)
Sears Portrait (R)
Thomas J. Lipton (R)
United (R)

WTBS[4]*
Air Force Reserve (R)
Alberto (R)
Allstate (R)
American Cynamide (R)
American Express (R)
American Home Products (R)
Apple Computer (N)
Buick (N)
Champion (R)
Citibank (N)
Coca-Cola USA (R)
Dodge (R)
Dow Chemical (N)
Duracell (R)
Emery (R)
Fayva (R)
Frito Lay (R)
General Foods (R)
General Mills (R)
Gulf Oil Corp. (R)
IBM Corp. (R)
Jeffery Martin Inc. (R)
Kelloggs (R)
Kentucky Fried Chicken (R)
Levi Strauss (R)
Miller Brewing (N)
Nabisco (R)
Procter & Gamble (R)
Thomas J. Lipton (R)
United Parcel (R)
Urban General (R)

R denotes renewal client.
N denotes new client.
Approximate number of advertisers for July 1984 [1]172 clients. [2]50 clients. [3]87 clients. [4]196 clients.
*Listing is comprised of June advertisers.
Source: Advertising clients are provided by the programs services to Titsch Communications Inc.

C8920-2

PLUS MARKETING
Canadian ops welcome U.S. basic services

- Federal court setback for FCC pre-empt rights
- USA partners give net exclusive basic product
- Showtime buys time on Big Three in promo push
- TBS asks FCC okay to uplink Soviet bloc games

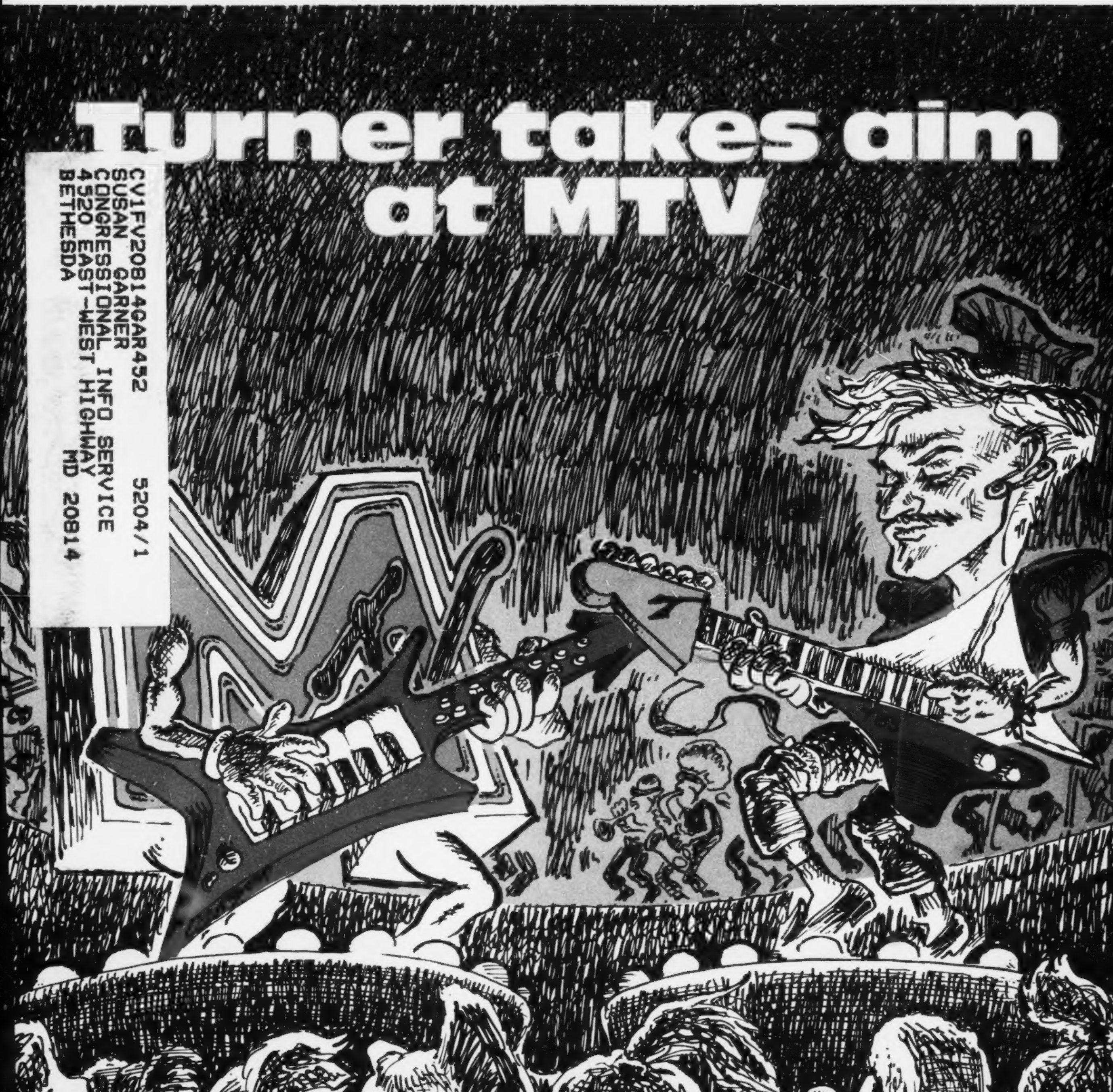
CableVision™

The news and features weekly of the cable television industry

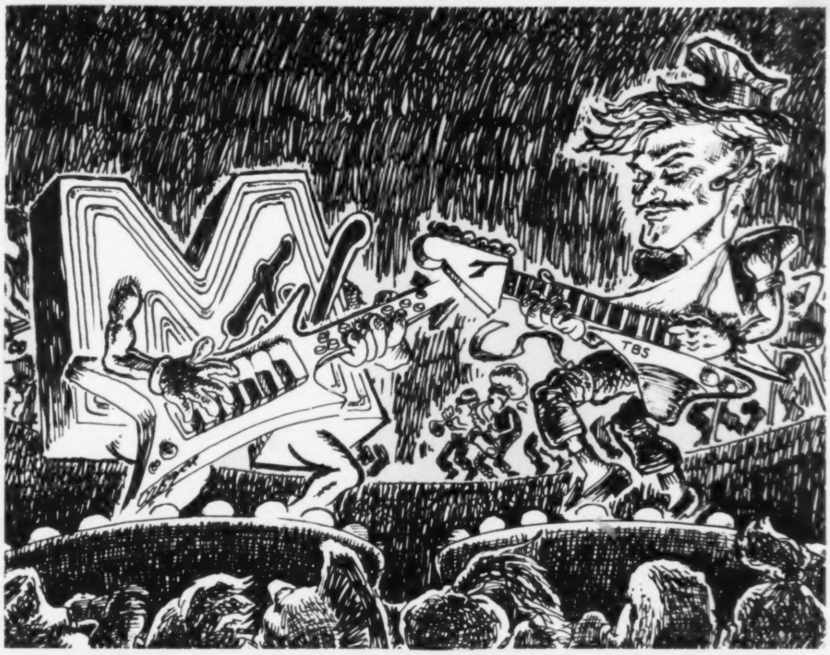
August 20, 1984

Turner takes aim at MTV

CV1FV20814GAR452 5204/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814



CableVision



Leading the week 11-20

New beat for Turner

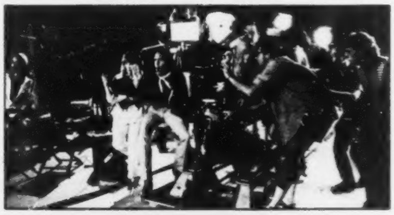
Turner Broadcasting System Ted Turner, already the all-news champ and basic cable's most prolific programmer, now plans to take on cable's best-known service—MTV—with his own 24-hour music video service—if enough MSOs and operators indicate an interest. The fact that he's offering the first five years of the service for free appears to have sparked serious interest—with some reservations.

FCC pre-empt test

A federal district court in New Orleans will hear arguments this week in the case filed by Cox Cable seeking to bar the city from blocking a proposed retiering of its basic service package. In what is considered the first test of an FCC order pre-empting local controls over tiered services, the court earlier barred Cox from its plan to unbundle its services.

USA gets exclusive

USA signs deals with parents Time Inc., Paramount, and MCA for programming with an exclusive, 30-day basic cable window between broadcast or pay cable showings and television syndication. *USA Premiere Event* will debut in October with Paramount's *Evita Peron* mini-series, which already has aired on broadcast television.



Showtime launches campaign

Showtime takes its "We Make Excitement" campaign to the broadcast networks in September in an effort that will cost $8-10 million. The latest campaign marks the first time Showtime has gone to the three networks to advertise its programming.

Oak rings up sale

Oak Industries has made its first sale of its new base-band addressable converter box. The company hopes that its Sigma line will boost the fortunes of the company, which recently has experienced a series of financial losses.

Sections

Programming 28

CNN and C-SPAN's coverage of the 1984 Democratic Convention in San Francisco provided insights into the political process that were unavailable through the "break in, break away" coverage of the Big Three networks. Also, Robert DiMatteo reviews Showtime's new offering, *Cat on a Hot Tin Roof*.

Marketing/Advertising . . . 36

The Nashville Network draws some 165,000 members into its "Country Card" club, aiding the service's efforts to attract viewers and new cable affiliates. Larry Jaffe reports.

Business 47

Cable TV of York, Pa., and The York Water Co. have teamed up to launch the first commercial central meter reading project between a utility and cable company. The venture, according to one cable official, could serve as a prototype for other such projects.

Government & Law 52

The House Commerce Committee's report on H.R. 4103 offers insight into the background and strategies of the lawmakers who assembled the package, especially on the controversial topics of franchise renewal, cable access to premises, and non-cable regulation.

About the cover

Artist Christopher Boyer illustrates the impending "battle of the bands" between MTV Networks Inc. and Ted Turner.

Departments

Between the Lines 8
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IN THE NEWS

TBS ASKS FCC OK ON USSR GAMES

WASHINGTON — Turner Broadcasting System Inc. has asked the Federal Communications Commission for permission to operate a satellite receive station so it can cablecast what is being billed as the "Russian Olympics."

In its request to the FCC, TBS said it is asking for permission to receive a feed from the Soviet satellite Ghorizont Station from Aug. 15-30. TBS needs the feed to carry the "Friendship Games," the Soviet Bloc Olympic games which will take place in several countries, including the Soviet Union, Czechoslovakia, and Hungary.

TBS said it received permission to take the feed from Intervision, the television news network of the Eastern European Bloc countries.

According to its document, Turner plans to cover the games on Cable News Network as news programming and on a periodic basis over the two-week run. TBS would accept the feed and edit the games to fit its format, according to the document.

In order to receive the go-ahead, Turner must first convince U.S. authorities that notwithstanding the Soviet boycott of the games, there is a public interest argument in favor of carriage.

In its request, TBS said "given the absence of the Soviet-bloc teams from the Olympic games and the public controversy surrounding the Soviet boycott . . . there is widespread interest in the Friendship games, and in how the performance of the Soviet-bloc athletes will compare to that of the Olympic athletes."

TBS said it plans its coverage as a "newsworthy event" and that without permission to receive from the Soviet bird, there would be "no feasible transmission alternative."

Total weekly minutes viewed per household
(24 hours)

	1st Half 1984		1st Half 1983		Difference (Minutes)	% Change
	Minutes	Share	Minutes	Share		
In all cable TV HH						
Cable Origination	431	13%	323	10%	+108	+33.4%
Superstations	288	9	254	8	+34	+13.4
Pay Service	362	11	355	11	+7	+2.0
Affiliates	1971	58	1962	60	+9	+0.5
Independents	439	13	454	14	–15	–3.3
Public	90	3	99	3	–9	–9.1
Total Usage	3377		3250		+127	+3.9
In pay TV HH						
Cable Origination	486	14%	370	11%	+116	+31.4%
Superstations	290	8	265	8	+25	+9.4
Pay Service	619	17	584	17	+35	+6.0
Affiliates	1922	54	1914	55	+8	+0.4
Public	88	2	90	3	–2	+2.2
Independents	466	13	508	15	–42	+8.3
Total Usage	3583		3478		+105	+3.0

Source: A.C. Nielsen

NIELSEN STUDY: CABLE UP, B'CAST DOWN IN VIEWING

NEW YORK—Viewing of cable-originated programming in cable households grew 33.4 percent over last year, while broadcast network erosion resumed a significant downward trend, with viewing to the three networks in cable households off 3 share points from a year ago during the first six months of 1984. Broadcast networks also were down 4 percent in average audience.

This data, from A.C. Nielsen Co.'s Cable Status Report, was prepared and released by the Cabletelevision Advertising Bureau. The information, according to CAB President Bob Alter, demonstrates the "dramatic" shifts in viewing habits of cable television households. The advertising community, Alter said, traditionally trained to look at quarter-hour ratings when making purchasing decisions, may be missing trends in overall viewing patterns. The Nielsen findings also show, for the first time, cable-originated programming receiving more viewing than independent stations in cable homes during the second quarter of 1984. Viewing of independents in these homes was down 13.4 percent, from the same time last year, while viewing of cable-originated programming was up 29.2 percent, or a total 48.2 percent, for all cable programming, including superstations and pay services.

"There are certain cliches we get stuck in in this business," Alter said. A common misconception, he added, is that broadcast network erosion goes to independent stations. These findings, Alter said, show viewers in cable homes leaving the networks and spending more time with cable.

FCC OWNERSHIP CAP DECISION DELAYED UNTIL APRIL 1985

WASHINGTON — Reacting to pressure from Congress last week, the Federal Communications Commission delayed its recent decision to expand from seven to 12 the number of television stations an individual or broadcast group can own. The FCC will reconsider the TV ownership cap in April 1985.

"We are aware that concerns have been expressed by the Congress, and we are sensitive to those concerns," the FCC said. "Thus, we have decided not to proceed with the implementation of the decision insofar as it relates to television station ownership."

Last week's FCC delay was prompted by a letter signed by Reps. John Dingell (D-Mich.), Tim Wirth (D-Colo.), and Mickey Leland (D-Texas) asking the commission to reconsider the TV ownership limit.

Two weeks ago, the FCC raised from seven to 12 the number of TV, AM, and FM stations an individual or broadcast group can own nationally.

The FCC decision drew immediate criticism from members of the Congress and interest groups such as the Motion Picture Association of America that feared increased network power.

CABLE STATS

Film product comparison—August

Film	Pay Networks					Distributor
Across the Great Divide				(HTN)	MAX	Simcom
Adventures of Sherlock Holmes, The			(TMC)		MAX	Leo Gutman
African Adventure		ST*				Satori
Airplane II, The Sequel		ST				Paramount
American Werewolf In London	HBO					Polygram
Anastasia				(HTN)	MAX*	20th Century-Fox
And Baby Makes Six					MAX	NR
Anna to the Infinite Power	(HBO)		TMC			Film Gallery
Annie					MAX	Columbia
Around the World In 80 Days			(TMC)	HTN	(MAX)	Warner Bros
Badge 373			TMC			Paramount
Beach Girls, The		ST			(MAX)	Crown
Beast Within, The					MAX	MGM/UA
Beastmaster, The					MAX	MGM/UA
Beloved Infidel			TMC*	(HTN)		20th Century-Fox
Beyond Evil		(ST)	TMC			Andrew and Associates
Bitch, The		ST				Telepictures
Black Rose, The				HTN*		20th Century-Fox
Blade Runner		(ST)	TMC		(MAX)	Embassy
Blinded by the Light	HBO					Time Life Films
Blood of Others, The	HBO					Cine-Simone Inc
Brainstorm	(HBO)	(ST)	(TMC)	HTN	(MAX)	MGM/UA
Burn!			TMC			MGM/UA
Challenge, The		ST*			MAX	CBS
Class	HBO	ST	TMC			Orion
Commancheros, The			TMC*	(HTN)	(MAX)	20th Century-Fox
Compleat Beatles, The				HTN*	MAX*	Universal
Cracking Up	(HBO)		(TMC)	HTN		Warner Bros
Curse of the Pink Panther	HBO	ST		HTN		MGM/UA
Daniel					MAX	Filmwriters Co
Deep, The			TMC	(HTN)	(MAX)	Columbia
Doctors and Nurses		ST				Satori
Dog Day Afternoon		(ST)	(TMC)		MAX	Warner Bros
Eating Raoul		(ST)	TMC		(MAX)	20th Century-Fox
Eddie and the Cruisers	(HB)		TMC*			Embassy
Emanuelle in Bangkok					MAX	Film Gallery
Fan, The	(HBO)		TMC			Paramount
Farewell to Arms, A			(TMC)	HTN*		20th Century-Fox
Fast Times at Ridgemont High	HBO	(ST)	TMC			Universal
Ffolkes			TMC*	(HTN)	(MAX)	Universal
Final Option, The			TMC			MGM/UA
Five Days One Summer				(HTN)	MAX	Warner Bros
Flashdance		ST	(TMC)			Paramount
48 Hours	(HBO)	ST*	(TMC)			Paramount
Friday the 13th Part II	HBO		(TMC)			Paramount
Funeral Home			(TMC)		MAX	Wescom
Gallipoli		(ST)			MAX	Paramount
Getting It On			TMC			ComWorld
Ghidra, the Three-Headed Monster			TMC			Alan Enterprises
Gigantis, the Fire Monster			TMC			Alan Enterprises
Gloria	HBO					Columbia
Godzilla vs. The Sea Monster			TMC			Alan Enterprises
Goin' All The Way	(HBO)	ST*				Shapiro
Grand Baby		ST				Topper/Carew
Great Santini, The			TMC			Warner Bros
Halloween III Season of the Witch		ST				Universal
Hard Country					MAX	ITC
Harold and Maude			TMC			Paramount
Headin' for Broadway					MAX	Broadway Research
Heads or Tails			TMC*			Castle Hill
Heart Like a Wheel	HBO	ST	TMC	HTN		20th Century-Fox
High Road to China	(HBO)				MAX*	Galaxy Films
Honey					MAX	River course
H.O.T.S.		ST			MAX	The Blum Group
Hound of the Baskervilles, The			(TMC)		MAX	Leo Gutman
House of God			TMC			MGM/UA
Inn of Sixth Happiness, The				HTN*	(MAX)	20th Century-Fox
It Came From Hollywood	HBO		TMC			Paramount
I, The Jury	HBO	(ST)	TMC			20th Century-Fox
It Happened At The World's Fair		ST				MGM/UA
Jackpot			TMC			20th Century-Fox
Jaws of Satan		ST	(TMC)			MGM/UA
Jaws III	(HBO)		(TMC)	HTN*	(MAX)	Universal
Jayne Mansfield Story, The					MAX*	A. Landsburg
Jericho Mile, The					MAX	ABC Video
Jinxed		ST			(MAX)	MGM/UA
Journey to the Center of the Earth				(HTN)	MAX	20th Century-Fox
King Kong		ST	TMC		MAX	Paramount
Kiss My Grits			TMC			Interfilm
La Boum					MAX	Columbia
Lady Chatterley's Lover			(TMC)		MAX*	Viacom
Last Tango in Paris			TMC			MGM/UA
Last Unicorn, The			(TMC)		MAX	ITC
Last Waltz, The			(TMC)	HTN*		MGM/UA
Let's Spend the Night Together				HTN		Embassy
Little Prince, The			TMC			Paramount
Loneliness of the Long Distance Runner				HTN		Warner Bros
Lonely Lady, The	HBO	ST				Universal
Longshot			TMC			Goldfarb
Lords of Discipline, The		ST*	(TMC)			Paramount
Love Child			TMC		(MAX)	Warner Bros
Lovesick	(HBO)	ST		HTN		Warner Bros
Mango Tree, The	(ST)	ST				Satori
Man Who Wasn't There, The			TMC			Paramount
Melvin and Howard			TMC			Universal
Merry Go Round		ST				Film Gallery
Midsummer's Night Sex Comedy, A	HBO	(ST)	(TMC)		(MAX)	Warner Bros
Mondo Cane					MAX	Janus
Monty Python's The Life of Brian					MAX	Warner Bros
Mr. Hobbs Takes A Vacation			TMC	(HTN)	MAX*	20th Century-Fox
Mr. Mom	HBO*	ST	TMC	HTN	MAX	20th Century-Fox
My Bodyguard		ST	(TMC)		(MAX)	Prime Time Ent
My Favorite Year		ST		HTN	(MAX)	MGM/UA
My Tutor		ST				Universal
Nesting, The			TMC*		MAX	Quality Cable
1990, The Bronx Warriors		ST				UFD
North to Alaska			(TMC)	HTN*		20th Century-Fox
Now and Forever	HBO		TMC			Universal
Octopussy	(HBO)	(ST)	(TMC)	HTN*	(MAX)	MGM/UA
O'Hara's Wife	(HBO)		(TMC)	HTN		Albacore
One Dark Night			TMC			ComWorld
One Flew Over The Cuckoo's Nest		ST			MAX	MGM/UA
On the Waterfront		(ST)	TMC*	(HTN)	(MAX)	Columbia
On the Yard					MAX	Film Gallery
Outsiders, The	(HBO)	ST	TMC*	HTN		Warner Bros
Pirates of Penzance			(TMC)	HTN		Universal
Porky's		ST*	(TMC)		MAX*	20th Century-Fox
Porky's II, The Next Day	HBO	ST	TMC		MAX	20th Century-Fox
Popeye					MAX	Paramount

Andrew McCarthy is the prep school student who has an affair with his friend's mother, Jacqueline Bisset, in 'Class.'

CABLE STATS

Rebecca De Mornay plays the call girl who makes a house call to Tom Cruise in 'Risky Business.'

Film	Pay Networks					Distributor
Pretty Baby			TMC*			Paramount
Prince Valiant				(HTN)	MAX	20th Century-Fox
Raggedy Man		(ST)	TMC		(MAX)	Universal
Rainbow		(ST)	TMC			Viacom
Red-Headed Woman		ST				MGM/UA
Reds	HBO	(ST)	(TMC)			Paramount
Risky Business	HBO*	ST	TMC		MAX	Warner Bros
Road Warrior		(ST)	TMC		(MAX)	Warner Bros
Rock Show				HTN*		Merimax
Romantic Comedy	HBO			HTN		MGM/UA
Ruling Class, The			TMC			Embassy
Runaway Island		ST				Grundy
Secret Garden		ST				MGM/UA
Secret Life of Walter Mitty, The					MAX	S. Goldwyn
Selkie the Seal		ST				Satori
Sender, The			TMC*			Paramount
Sex With The Stars					MAX	Film Gallery
Sherlocke Holmes Hound of the Baskervilles		(ST)	TMC			Leo Gutman
Sherlocke Holmes Pearl of Death			TMC*			Leo Gutman
Sherlocke Holmes The Secret Weapon		(ST)	TMC*			Leo Gutman
Shoot the Moon					MAX	MGM/UA
Simon					MAX	Warner Bros
Sink the Bismarck		(ST)		HTN*	MAX*	20th Century-Fox
Small Town Girl		ST				MGM/UA
Somewhere In Time		ST*		(HTN)	(MAX)	Universal
Son of Godzilla			TMC			Alan Enterprises
Sooner or Later			TMC			Viacom
Sorceress		ST				Viacom
S.O.S. Titanic					MAX	Viacom
Sounder		(ST)	TMC			20th Century-Fox
Spirit of St. Louis			TMC		(MAX)	Warner Bros
Star Chamber, The	HBO	ST				20th Century-Fox
Stars In My Crown		ST				MGM/UA
Starstruck			TMC	HTN*		Cinecom
State Fair				HTN*	MAX	20th Century-Fox
Staying Alive			TMC*			Paramount
St. Helens	HBO				(MAX)	Michael Murphy
Still of the Night	(HBO)				MAX*	MGM/UA
Strange Brew	(HBO)	TMC*		HTN		MGM/UA
Strange Invaders	HBO					Orion
Stranger's Hand, The					MAX	Janus
Sunshine's On The Way	HBO	ST				LCA
Superman II					MAX	Warner Bros
Survivors, The		ST				Columbia
Swallows and Amazons		ST				Viacom
Table for Five			(TMC)	(HTN)	MAX	CBS
Take Her She's Mine			TMC			20th Century-Fox
Tempest	(HBO)		TMC	(HTN)		Columbia
Terror on a Train		ST				MGM/UA
That Midnight Kiss		ST				MGM/UA
They Call Me Bruce?	HBO		TMC			Film Ventures
They Got Me Covered		ST				Goldwyn
Thirty-Nine Steps, The					MAX	Rank
Time Rider			TMC			Simcom
Tom Horn			TMC*			Paramount
Tough Enough		(ST)	TMC*	HTN		20th Century-Fox
Toy, The	HBO	(ST)	(TMC)	(HTN)	(MAX)	Columbia
Trail of the Pink Panther, The		ST	TMC	HTN		MGM/UA
Twelve Chairs, The					MAX	Wrightwood
Unholy Garden		ST				Goldwyn
Vigilante		ST*				Films Around the World
Waltz Across Texas			(TMC)	HTN*	(MAX)	Atlantic
Wargames	(HBO)	(ST)	TMC	(HTN)	(MAX)	MGM/UA
We of the Never Never					MAX	Columbia
Westward The Women		ST				MGM/UA
White Buffalo, The		ST	(TMC)		(MAX)	MGM/UA
Wilma					MAX	Columbia
With a Song In My Heart				HTN*		20th Century-Fox
Witch's Sister		ST				Film Gallery
Without A Trace	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
Wizard of Oz		ST				Alan Enterprises
World According to Garp, The		ST	(TMC)		(MAX)	Warner Bros
Young Doctors In Love	HBO	(ST)	TMC		(MAX)	ABC Video Enterprises
Young Frankenstein			(TMC)		MAX*	20th Century-Fox
Young Lions, The			TMC	(HTN)	(MAX)	20th Century-Fox

Cable Network Legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
MAX—Cinemax

- Networks in parentheses indicate carriage in March, April, May, June, July and/or August.

- An asterisk indicates that the film is a carry-over from March, April, May, June, July and/or August.

- In total, 194 films appear on the August schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, five films have played on all five services, nine films have played on four of the five services, thirty-four films on three services and fifty-three on two services. Ninety-three were unduplicated.

- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 29, followed by 20th Century-Fox with 27 and Paramount with 19.

- *Risky Business*, with Tom Cruise, is featured on HBO's program guide cover. Cinemax is featuring on its program cover *Risky Business*, *Mr. Mom*, Duran Duran and Bette Midler. On Showtime's program guide cover are Jessica Lange as Maggie in *Cat On A Hot Tin Roof*, Michael Keaton from *Mr. Mom*, the series *Brothers*, and *Steambath*. *Risky Business*, *Mr. Mom* and *Porky's II: The Next Day* are featured on the program guide cover of The Movie Channel. Home Theater Network also features *Mr. Mom* with Teri Garr and Michael Keaton on its program guide cover.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	243,873	(6/84)
2	Woodbury (Long Island), NY	Cablevision Systems	231,000	(6/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,500	(6/84)
5	San Antonio, TX	Rogers Cablesystems	183,780	(5/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	163,026	(6/84)
8	Wayne, NJ	UA Cablesystems	130,500	(6/84)
9	Cincinnati area, OH	Warner Amex	129,700	(6/84)
10	Tulsa, OK	United Cable	115,787	(6/84)
11	Audubon, NJ	NYT Cable	114,623	(5/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Baltimore County, MD	Comcast Cable	107,900	(6/84)
14	San Juan, PR	Harris Cable Corp	105,719	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	105,268	(6/84)
16	Erie County, NY	Prime Cable Corp	104,810	(6/84)
17	Atlanta metro area, GA	Prime Cable	102,616	(6/84)
18	San Jose, CA	Gill Industries	102,233	(5/84)
19	Austin, TX	ATC	98,900	(12/83)
20	Honolulu, HI	ATC	97,100	(12/83)

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,798,000	(3/84)
2	American Television and Communications Corp	2,400,000	(5/84)
3	Group W Cable	2,011,000	(6/84)
4	Cox Cable Communications Inc	1,505,278	(6/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications Inc	1,382,983	(6/84)
7	Times Mirror Cable TV Inc	981,304	(6/84)
8	Continental Cablevision	884,000	(6/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television Corp	663,000	(5/84)
12	Sammons Communications Inc	594,000	(5/84)
13	Rogers Cablesystems Inc	539,848	(5/84)
14	Cablevision Systems Development Co	521,000	(6/84)
15	Comcast Cable Communications	461,649	(6/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications Inc	406,365	(6/84)
18	Jones Intercable Inc	392,523	(6/84)
19	Capital Cities Cable Inc	356,670	(6/84)
20	UA Cablesystems Corp	346,000	(6/84)

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PLUS BUSINESS Municipally owned cable systems

- CCI's industry image campaign draws warm reviews
- Did Turner want to merge marketing with MTV Nets?
- Why H.R. 4103 could go before Congress unchanged
- A&E 20-hour feed moves to Satcom IIIR in January

CableVision™

The news and features weekly of the cable television industry

August 27, 1984

CTAM '84 focuses on success

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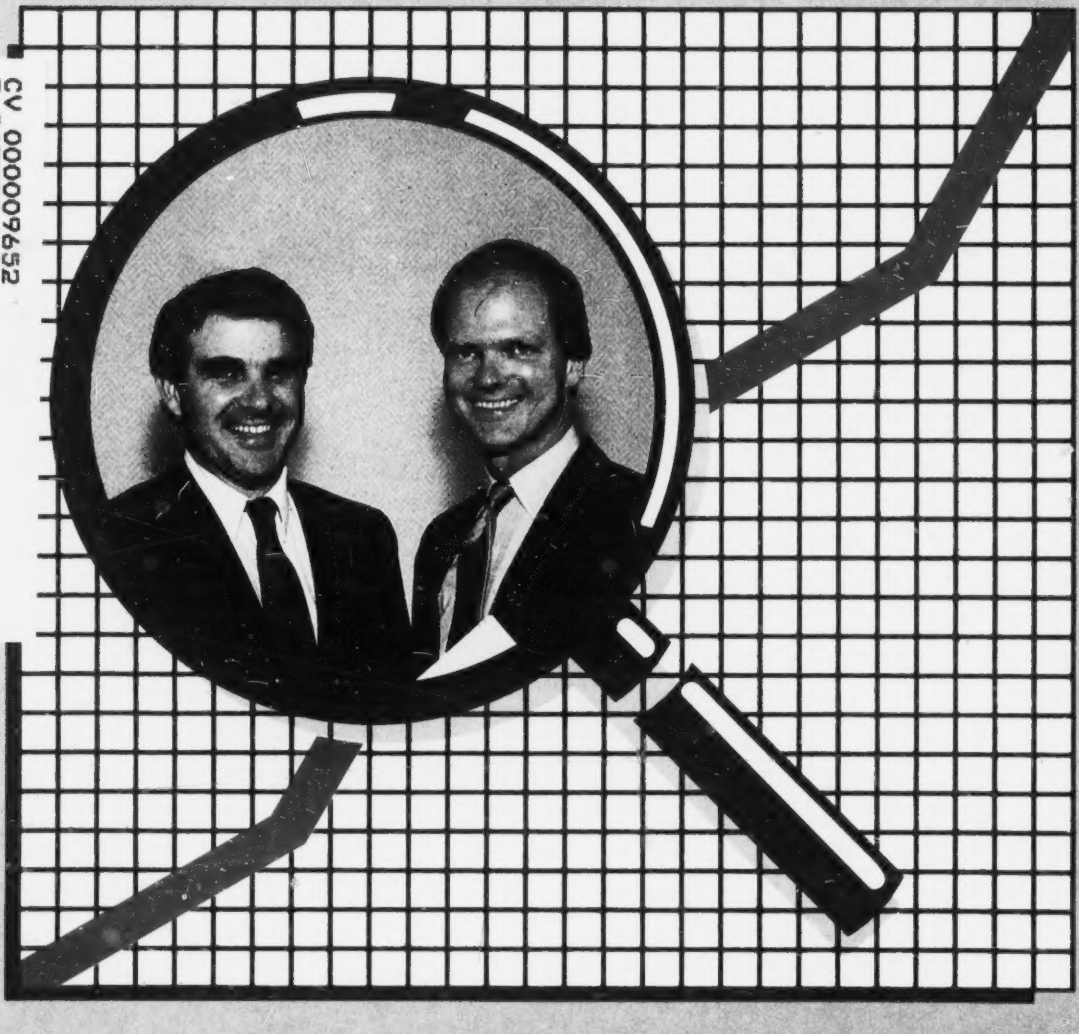

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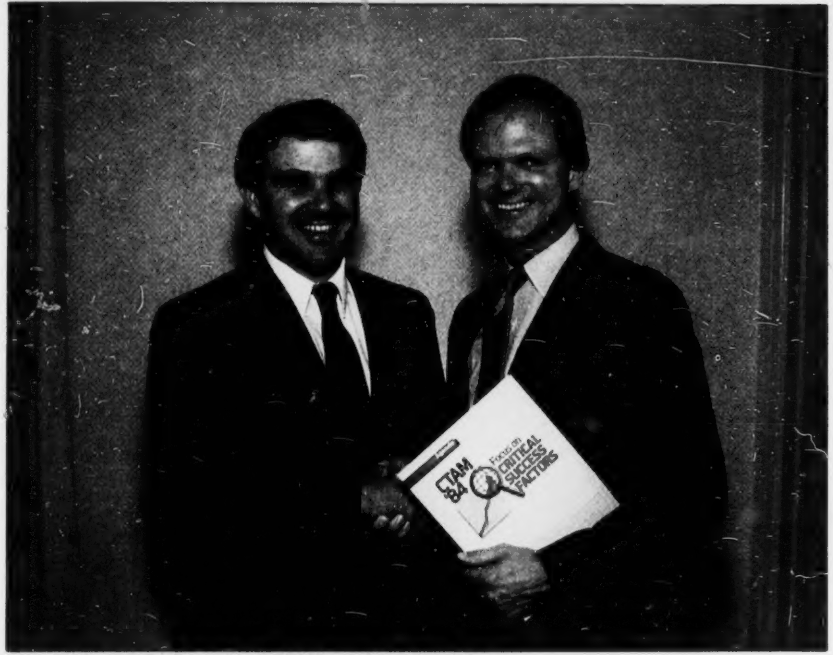

Gary Weik and Ed Bennett at CTAM confab, page 18.

Leading the week 13-20

CTAM success

The 10th annual Cable Television Administration and Marketing Society convention converged on New York City last week, with 1,200 attendees focusing on the industry's "critical success factors"—and coming away with some practical knowledge.

Music video mayhem

American Television and Communications Inc., the nation's second-largest MSO and a Time Inc. property, is leaning heavily toward Ted Turner's proposed video music channel as a potential switchout for MTV—which its officials deem to be violent and suggestive. Meanwhile, *CableVision* has learned that MTV Networks Inc. and Turner Broadcasting talked about merging their marketing efforts—to no apparent avail—shortly before the Turner music video talk began.

4103 unchanged?

H.R. 4103 could go before the full Congress in its present form, without changes desired by the cable industry. Senior Correspondent Paul McCloskey tells why.

Second quarter results

Jones Intercable saw its net income from operations nearly double in fiscal 1984, while Tele-Communications Inc. reported a dramatic drop in its net income for the year's second quarter. Meanwhile, Comcast piled up record results for the second quarter and first half of the year.

Showtime rate jump?

Showtime officials are leaning toward instituting a 6 percent increase in rates for the service which would take effect next March. If they move forward with the plan, it will be the first rate increase for the pay service since March 1982.

CCI's new TV campaign, page 13.

Sections

Programming 26

Pay cable audio services will have to be more than "music minus the advertising messages" to make an industry impact, according to a Waters Information Services seminar on the subject at the CTAM convention in New York. Also, Robert DiMatteo reveals some of his favorite candidates for local ACE Awards.

Marketing/Advertising 28

CableVision correspondents' coverage of CTAM '84 includes articles on the various conference sessions concerning such aspects of marketing as subscriber sales, customer service, and retention strategies.

Business 39

MTV Networks successfully sold out its initial public offering earlier this month. However, both the timing and the pricing of the offering were affected by the news that Ted Turner may start a competing music video service.

Government & Law 42

City groups maintain that recently passed House legislation will significantly reduce incentives for cable companies seeking to block city franchising decisions on antitrust grounds. The bill, which passed overwhelmingly, removes all damage liability from cities in successful antitrust disputes, leaving cable companies the option of seeking only injunctive relief.

About the cover

CTAM President-elect for 1985 Gary Weik and 1984 President Ed Bennett focus on the success of the organization's recent convention.

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CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable	36.7%
Percent of HP with basic cable	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Franchising calendar

This chart examines the franchise status of communities since July 1984.

Arizona
Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes)
Gilbert—award to Masada Corp. 8/14/84 (3,000 homes)

California
Avalon—award to Catalina Cable TV 4/3/84 (1,500 homes)
Chino—negotiating with Buena Vision (12,000 homes)
Claremont—preliminary award to Group W 7/26/84 (9,800 homes)
Commerce—proposals from Buena Vision and Falcon Communications (3,000 homes)
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637 homes)
Duarte—lease agreement reached with KTS Corp. for operation of city-owned system 8/15/84 (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83, (166,000 homes)
East Yolo—proposals from Cablevision, Sonics, Yolo Communications and FederalCommunications Inc. (10,000 homes)
La Puenta—negotiating with United Cable (8,600 homes)
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—negotiating wih United Cable TV. (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—negotiating with Cable Communications Co-op and City Cable Partners (22,000 homes)
Pico Rivera—award to Rogers California Cable System 4/2/84 (15,500 homes)
Placentia—award to Group W 2/7/84 (1,200 homes)
Sacramento—award to Cablevision Systems 11/22/83 (360,000 homes)
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes)
South Monrovia—proposals received from Falcon Communications and Acton Corp. (5,400 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes)
West Covina—award to Falcon Communications (28,000 homes)
Yorba Linda—deadline extended for statements of interest (12,000 homes)

Colorado
Larimer County—award to Cable Systems 8/22/83 (1,500 homes)
Loveland—award to Scripps Howard 9/26/83 (1,000 homes)

Delaware
Wilmington—accepting proposals from cable consultants to review current system (140,000 homes)

District of Columbia
award to District Cablevision 7/10/84 (254,000 homes)

Florida
Fellsmere—award to Sci Ad 3/29/84 (1,500 homes)
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—final awards granted to four of five areas: Area I proposals under review (300,000 homes). Area II award to Group W (217,000 homes). Area III award to Group W (193,000 homes). Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (6,000 homes). Area V to Continental Cablevision (188,000 homes)
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes)
Elmwood Park—proposals from Multimedia, Continental and Metrovision Inc. (9,500 homes)
Harwood Heights—award to MetroVision 10/11/83 (2,000 homes)
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes)
St. Charles, Geneva—award to Centel 2/21/84 (10,000 homes)
Villa Park—award to Multimedia 3/19/84 (7,100 homes)
Wheaton—award to Centel 7/2/84 (16,000 homes)
Winnetka—decision to have cable has been postponed (13,000 homes)
Woodbridge—negotiating with Multimedia (260 homes)

Iowa
Clearfield—award to Afton Cablevision 9/20/83 (150 homes)
Diognol—award to Afton Cablevision 8/30/83 (200 homes)
Morning Sun—award to Liberty Communications (450 homes)
Murray—award to Afton Cablevision 8/30/83 (280 homes)

Kentucky
Calloway County—award to Bluegrass 5/8/84
Danville—award to RV Cablevision 1/13/84 (12,800)
Fulton—negotiating with TCI (2,400 homes)
Greenville, Central City and Muhlenburg County—award to TCI 1/84 (13,000 homes)
Loretto—no response to RFP
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—negotiating with United Cable (302,000 homes)
Carroll County—award to Prestige Cable 10/14/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Belchertown—no response to RFP
Belmont—General Court approved municipal ownership (2,760 homes)
Berkley,Dighton, Freetown—preliminary award to Continental Cablevision
Boxborough—proposals submitted by Nashoba Communications and Adams-Russell (3,100 homes)
Boylston—award to Boylston Municipal Light Co. 1/9/84 (1,200 homes)
Cambridge—RFP issued (43,000 homes)
Concord—award to Nashoba Communications (5,180 homes)
Dedham—award to Bay Cable TV 11/17/84 (8,000 homes)
East Bridgewater—RFP reissued, deadline 7/16/84 (2,500 homes)
Easton—award to Continental Cablevision 1/9/84
Groton—proposals submitted by Nashaba Cable, Northeast Cable TV and United Cable (2,000 homes)
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes)
Holden—award to Greater Worcester Cablevision 3/5/84 (4,000 homes)
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Telecommunications Inc. (1,700 homes)
Marblehead—restarting franchising process
Medfield—reviewing proposal from Massachusetts Cablevision Systems Inc. (3,400)
Mendon—proposals from United Cablevision and Massachusetts Cablevision Systems Inc. (1,200 homes)
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes)
Nahant—only proposal from Warner Amex (1,433 homes)
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award to United Cablevision of Connecticut 10/11/83 (2,800 homes)
Plympton—award to Campbell Communications 2/13/84 (650 homes)
Sandwich—only proposal received from Campbell Communications (5,000 homes)
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes)

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CABLE STATS

Shirley—proposals submitted by United CableVision and Nashoba Communications (1,827 homes)
Southborough—preliminary award to Greater Worcester Cablevision
Sterling—proposals received from Wachusett Cablevision and Sterling Electric Light Co (2,000 homes)
Stow—only proposal received from Adams-Russell (1,600 homes)
Townsend—award to Nashoba Communications 11/83 (2,306 homes)
Upton—award to Worster Cablevision Inc 4/9/84 (1,600 homes)
Walpole—award to Massachusetts Cablevision 10/83 (5,676 homes)
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes)
West Bridgewater—award to Continental Cablevision 11/7/83 (2,000 homes)
Westminster—preliminary award to Adams-Russell 12/83 (1,000 homes)
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes)
Westport—preliminary award to United Cablevision Funding 9/4/84 (5,500 homes)

Michigan

Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—starting franchise process (800 homes)
Jerome Township—award to Whitney Cablevision
Lake Orion—negotiating with Tribune United (7,800 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc to compete with existing franchised cable system, Monroe Cablevision
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—award to Continental Cablevision 5/21/84 (16,437 homes)
West Oakland County—award to Greater Media 11/23/83 (32,581 homes)
Westland—award to Continental Cablevision 2/84 (29,000 homes)

Minnesota

Afton, Cottage Grove, St Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (12,664 homes)
Albertville, St Michael—award to Carlos Padraja 10/83 (637 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Atwater—award to Armco Communications 8/83 (463 homes)
Belle Plaine, Le Center, Le Sueur, Lonsdale, Montgomery, New Prague—award to Dow-Sat Inc 8/20/84 (5,227 homes)
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—negotiating with Rite Cable 7/18/84 (10,200 homes)
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Brooten—award to Armco Communications 8/83 (297 homes)
Chanhassen, Carver County and Hennepin County—award to Dowden Communications 1/5/84
Clarkfield—award to DeSutter Cablevision 10/83 (475 homes)
Deer River—award to Deer River Tel Co 9/83 (373 homes)
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagle Bend—award to Parker's Praire Tel Co 9/83 (517 homes)
Foley—award to Westel Communications 10/83 (575 homes)
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award to Citation Cable 11/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Grove City—award to Armco Communications 8/83 (248 homes)
Hendrum—award to Ada Cable 8/83 (147 homes)
Heron Lake—award to B&R Electronics 10/83 (313 homes)
Lewiston—award to TeleCommunications 10/83 (475 homes)
Maple Plain—award to Dow-Sat Inc 7/24/84 (500 homes)
Menahga—award to West Central Tel Co 8/83 (457 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—award to Dowden Communications 12/19/83 (11,682 homes)
New Richland—award to Westel Communications 10/83 (503 homes)
Northfield, Northfield Twp, Dundas, Bridgewater Twp, Rice County, Waterford Twp, Dakota County—award to Nor-Com Video 12/9/83 ([illegible] 416 homes)
Oakport Township—award to Spectrum Communications 10/83 (200 homes)
Oklee—award to Garden Valley Tel Co 10/83 (242 homes)
Parker's Prairie—award to Mid-West Tel Co 10/83 (400 homes)
Savage—drafting RFP (272 homes)
Stillwater, Bayport, Oak Park Heights (Central St Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Trimont—award to Terril Tel Co 10/83 (351 homes)
Wabasso—award to Star Gazers 10/83 (301 homes)
Waconia—proposals from Rite Cable Co, Dow-Sat Inc, Valley View, Westel (1,024 homes)
Wayzata—award to Dowden Communications (1,800 homes)
West St Paul, South St Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes)
Windom—plan municipal ownership (1,600 homes)

Missouri

St Louis—award to STL Cablevision Partners Inc (75% of city) and St Louis City Communications (25% of city) 4/11/84 (178,000 homes)

Nebraska

Bancroft—award to Midlands 12/5/83 (350 homes)

New Hampshire

Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—no proposals submitted by deadline
Newton—negotiating with Harron Communications (1,124 homes)
Pelham—award to Harron Communications 3/27/84 (2,500 homes)
Sandown—proposals received from Harron Co and Continental (800 homes)
Wolfeboro—award to Lakes Cablevision Corp 1/18/84 (833 homes)

New Jersey

Jersey City—administrative hearing to be held 9/84 regarding franchise process
Patterson—plan municipal ownership, RFP issued for operation (55,000 homes)

New York

Beekman—award to Dutchess County Cablevision Assoc 3/13/84 (2,100 homes)
Mayville—award to U S Cable 9/26/83 (5,430 homes)
Mt Upton—NewChannels denied award, future uncertain
New York City—final awards for outer boroughs 6/30/83, Warner Amex—Western Brooklyn, Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable and Vision Cable—Staten Island, ATC—areas of Queens, Queens Inner Unity Cable—Southern Queens
North Salem—proposal from Community Cable Services (1,100 homes)
Portland—negotiating wih Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—award to Consolidated Communications Corp 3/7/84 (775 homes)

North Carolina

Camden County—award to Cable East 5/7/84
Jackson—negotiating with Cable South Inc (400 homes)
Pamilico County—award to Kounty Kablevision 10/17/83 (4,000 homes)

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes)
Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—award to Cable Management Group 9/19/83 (1,200 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—award to Space Cable 9/23/83 (12,000 homes)
Lordstown—suspended deliberation of municiple versus private ownership 8/84
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon

Amity—award to Eagle Cable Systems Inc 1/9/84 (400 homes)
Cottage Grove—award to McCaw Communications (2,500 homes)
Dunthorpe—TCI withdrew proposal 6/20/84, reissued RFP (507 homes)
Sylvan—TCI withdrew proposal 6/20/84, reissued RFP

Pennsylvania

Franklin Township—award to Scatcom Cable 11/83 (800 homes)
Philadelphia—city is divided into four areas. Area I — proposals from Greater Philadelphia Cablevision and Independent Cable of Philadelphia, Area II — proposals from Philadelphia Inner City Cable System and Wade Communications, Area III — proposals from Cablevision of Philadelphia and Rollins, Area IV — proposals from Cablevision of Philadelphia, Comcast Cablevision of Philadelphia and Rollins (each area 155,000 homes)

Rhode Island

Battle Ground—negotiating wth Cox Cable (1,000 homes)
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas

Azle—award to Teltran 4/3/84 (2,200 homes)
Plano—award to TeleCable 8/83 (30,000 homes)

Virginia

Berryville, Clarke County—award to Berryville TV Cable Co 4/17/84 (600 homes)
Dinwiddie County—award to Crater General Communicatons 11/2/83
Manassas—considering municipal ownership of cable (5,510 homes)
Suffolk—award to Suffolk Cable Communicaions 2/1/84 (16,697 homes)

Washington

Granger, Toppenish, Wapato, Zilah—award to McCaw Communcations 9/83 (5,300 homes)

Wisconsin

Hayward—no bids submitted (1,000 homes)
Hudson—award to Telephone and Data Systems 11/21/83
Hustisford—award to Cable Communications Corp 12/5/83 (350 homes)
Johnson Creek—award to Telenational of Milwalkee 9/83 (400 homes)
New Glarus—negotiating wih Teledata Systems (675 homes)
Waterford—negotiating wih Total TV (600 homes)

Wyoming

Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes)

Source: Titsch Communications Inc

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n), 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas: Area I FP Areas II, III, IV, V FG
4	Philadelphia	City is divided into N, S, E, W-FP, additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D C	FG
9	Cleveland	BP
10	Dallas/Ft Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP), (1-BP), Tacoma-OP
15	Minneapolis/St Paul	OP/FG
16	Atlanta	OP
17	St Louis	FG
18	Tampa/St Petersburg	UC/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source: Titsch Communications Inc

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Fall construction report

- MGM/UA pix skip b'cast for syndie, pay
- TBS vexes Comsat with 'Soviet Olympics'
- NCTA, CTAM add substance to Eastern Show
- SPECIAL REPORT: ICR cable/telco study

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September 3, 1984

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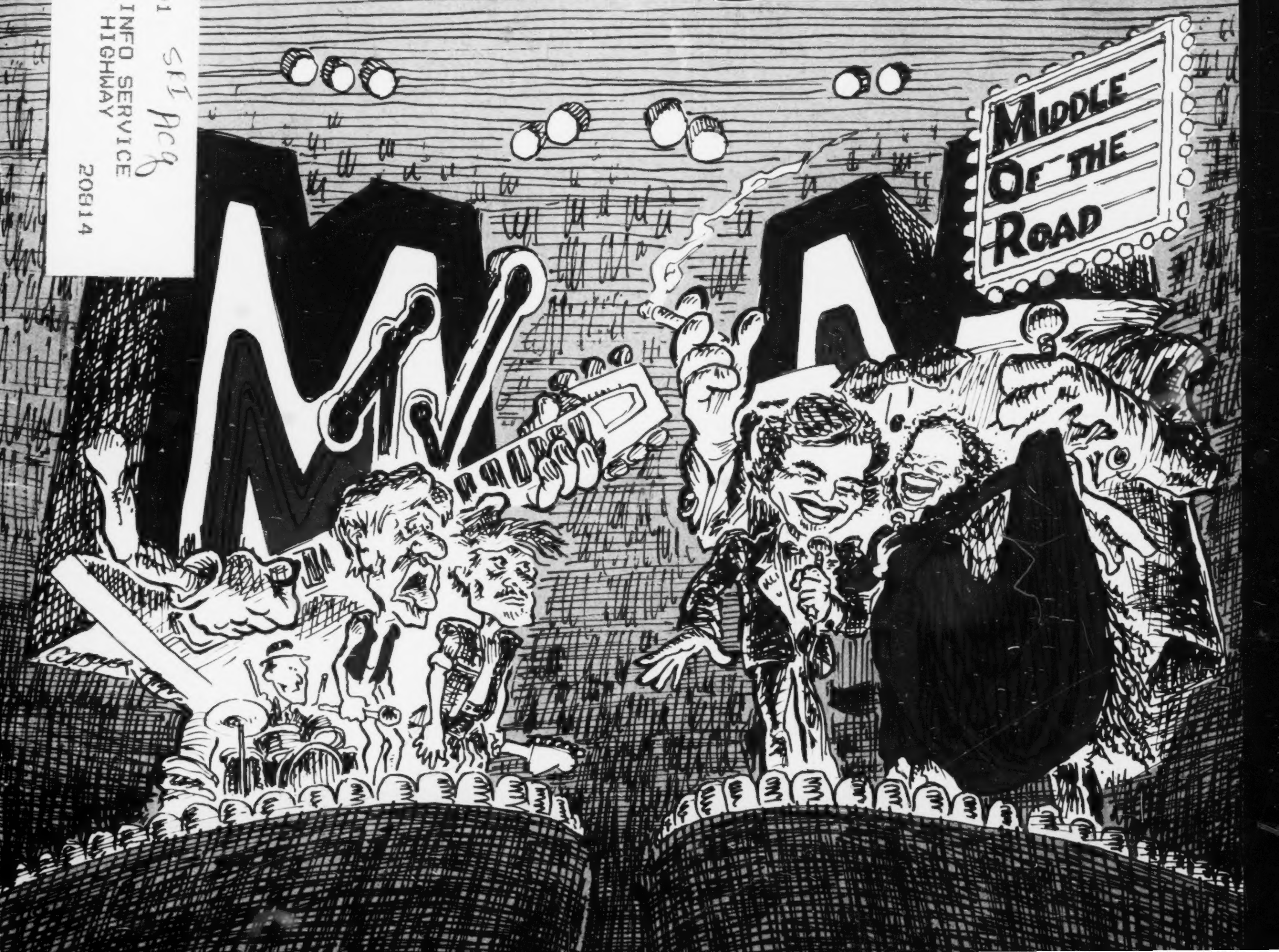
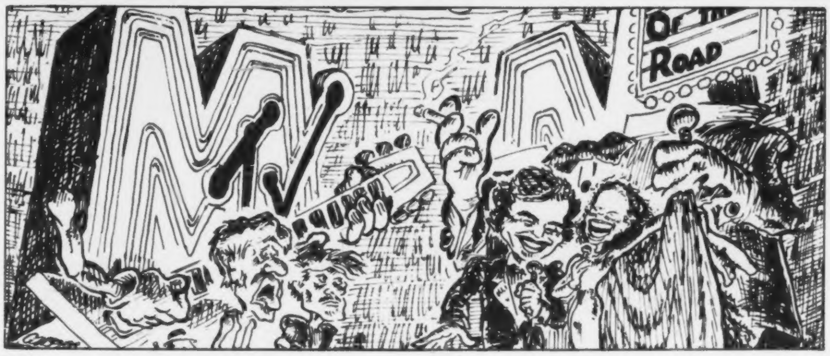
Battle of the broadbands

'V Networks goes M.O.R



CableVision



MTV prepares to launch MTV II.

Leading the week 13-22

MTV for grown-ups

Just 10 days after Turner Broadcasting announced its intention to enter the 24-hour music video programming business, MTV Networks Inc., the company whose service started it all, announced a semi-pre-emptive strike—the creation of a second 24-hour music video service, but one pitched to the "adult contemporary" crowd. The principals describe the venture, and the operators and Madison Avenue react.

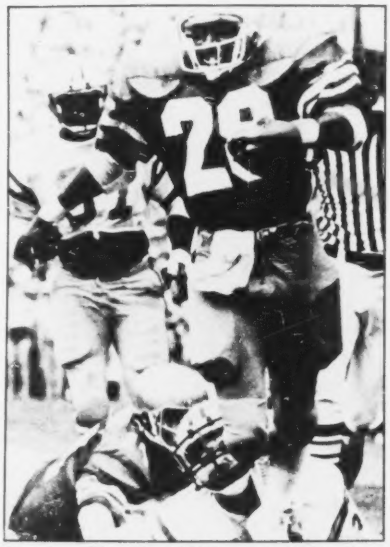
Z Channel expansion

Group W Cable has decided to offer its Los Angeles-based Z Channel pay service to systems nationwide. The expansion will be limited to the company's own affiliates.

Eastern Show pizzazz

Eastern Show organizers expect some 4,500 cable officials at their annual trade convention next week in Atlanta. Convention planners hope that CTAM-arranged panel sessions and special NCTA and Council For Cable Information presentations will add luster to this year's affair.

Georgia World Congress Center, site of the Eastern Show.



Pac 10, Big 10, UCLA, and USC allege there's a conspiracy to monopolize the football market.

Sports snafu

Collegiate sports may be on the way back to the courthouse in the continuing battle over the right to televise college football. This time the players include ABC and ESPN.

Cox decision

A federal district court judge in New Orleans has affirmed the right of Cox Cable to unbundle its 31-channel, $7.95 basic package, yet maintained that the price for a new proposed 11-channel basic service should be frozen at the same price. Cable officials welcomed the decision as a reaffirmation of the FCC's *Nevada* decision.

Sections

Programming 28

An MGM/UA film package with *My Favorite Year* and *The French Lieutenant's Woman* among its titles will skip broadcast network airplay and instead alternate between syndication and pay TV runs the next few years. Also, Robert DiMatteo samples Arts & Entertainment Network's September programming.

Marketing/Advertising 30

Officials from NewChannels Corp. and Continental Cablevision, two winners of the Cable Television Administration and Marketing Society's First Annual Awards for Excellence in Cable Marketing, discuss their prize-winning marketing campaigns.

Business 71

Integrated Communications Systems has begun preparing for next year's test of its Transtext advanced in-home communications system which will involve several hundred cable subscribers in Roswell, Ga., a suburb 10 miles north of Atlanta.

Government & Law 76

The National Association of Broadcasters has discovered a fly in the ointment of the Supreme Court's *Crisp* decision. The lobbying group, along with six other broadcast interests, held that the decision, which handed the cable industry important relief from local controls, also specifically supports the FCC's must-carry rules, which the cable industry has been fighting for several years.

About the cover

MTV's rockers are making room for the network's new "middle-of-the-road" music video channel. The likes of Julio Iglesias and Diana Ross meet rock veterans such as the Rolling Stones in artist C.A. Boyer's illustration.

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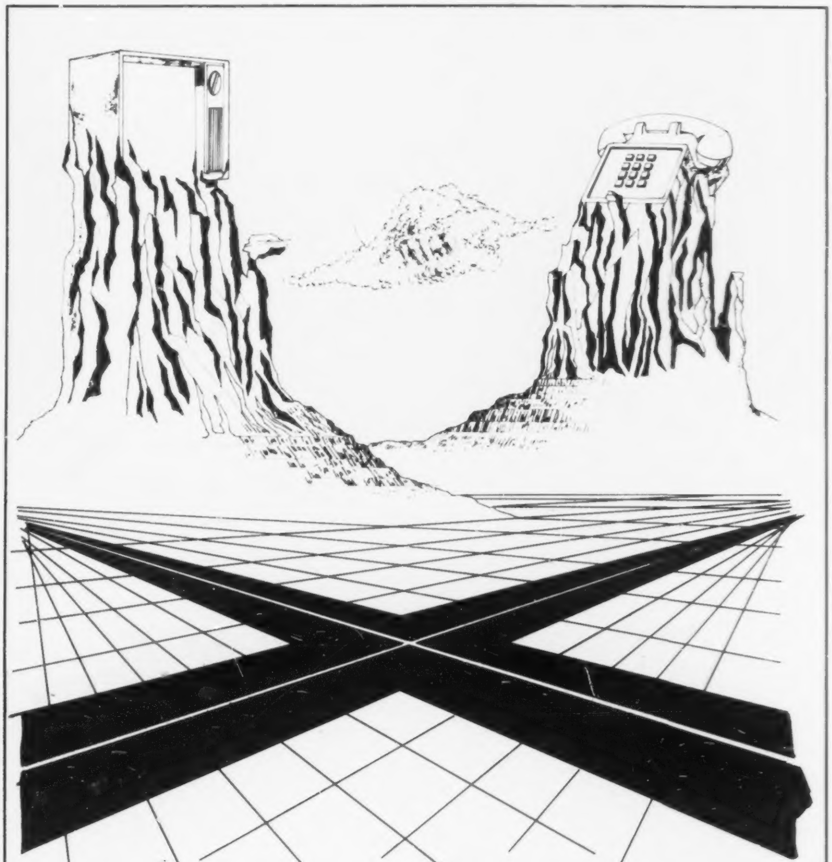
At the crossroads: Cable and Telcos

International Communications Research and Coopers & Lybrand assess the possibilities

Just as the first signs of pragmatic accord seemed to emerge between cable and telephone companies, tussling broke out again. This time the rhetoricians are the California Cable Television Association and Pacific Bell.

The problem seems to be with PacBell's style. It wants to wire Palo Alto and lease the system back to the cable franchises. But it approached the city with a construction bid before making a deal with any cable partner. That tactic differs fundamentally from PacBell precursors into cable construction, C&P Telephone in Washington, D.C., and Wisconsin Bell in Brookfield, Wis. Both made far more diffident approaches to franchise authorities, hand in hand with cable company bidders. CCTA worries aloud that if PacBell wins its FCC waiver to build a system on its own turf, it will build without a franchise and intimidate any future operators with the threat of competition.



Meanwhile, federal court Judge Harold Greene, who presided over the divestiture of AT&T, recently issued a voluminous decision intended to limit just what the apparently liberated telcos can do in such new business areas as cable. Its impact on the latest versions of cooperation is still the subject of much debate in both camps.

So the issue of cable/telco collaboration is once more an industry obsession. Does the latest outbreak of mixed signals augur a crossroads or crossed swords?

Earlier this year, in what became a remarkably timely conjunction, International Communications Research, International Thomson's media research subsidiary, and Coopers & Lybrand, one of the world's largest public accounting and consulting firms and auditor of many of the divested telcos, combined ICR's industry database, CableProFile, and C&L's financial diagnostic, PEERVUE, to examine the financial and philosophical questions raised by various forms of collaboration, with particular attention to sale/leasebacks.

ICR and Coopers & Lybrand have made the resulting joint report, "Cable/Telco at the Crossroads," available to *CableVision*. Substantial excerpts follow.

Analyzing an alliance

All potential relationships between cable systems and telephone companies can be predicated on two assumptions:

1) The principal lines of business for both sets of players are not directly competitive. The areas of potential overlap (and therefore collision) are far fewer than the areas of exclusivity.

2) Various types of collaboration would be mutually beneficial, both financially and in terms of serving demonstrated marketplace needs. More specifically, the benefits for telephone companies in seeking cooperative relationships with cable companies are essentially threefold: They enhance the telcos' ability to respond expeditiously to new communications needs; they avoid the need for costly construction of duplicative plant; in the case of sale/leasebacks, they enhance the telcos' revenue base by ensuring the presence of a long-term leasee of wideband channel capacity.

The potential risks with such relationships involve the imposition of regulatory restraints and the bolstering of companies

Chart A
Peervue financial trends analysis

$$\boxed{\text{Asset turnover}}\ \frac{\text{Revenues}}{\text{Total assets}} \times \boxed{\text{Pretax profit margin}}\ \frac{\text{Income before taxes}}{\text{Revenues}} = \boxed{\text{Pretax return on assets}}\ \frac{\text{Income before taxes}}{\text{Total assets}} \times \boxed{\text{Asset leverage}}\ \frac{\text{Total assets}}{\text{Common equity}} = \boxed{\text{Pretax return on equity}}\ \frac{\text{Income before taxes}}{\text{Common equity}}$$

$$\boxed{\text{Pretax return on equity}} \times \boxed{\text{Tax retention}}\ 1-\frac{\text{Tax provision}}{\text{Income before taxes}} = \boxed{\text{After tax return on equity}}\ \frac{\text{Net income}}{\text{Common equity}} \times \boxed{\text{Equity retention}}\ 1-\frac{\text{Dividend provision}}{\text{Net income}} = \boxed{\text{Equity reinvestment}}\ \frac{\text{Earnings retained}}{\text{Common equity}}$$

Historically, tax retention for the cable industry has been very favorable compared to the S&P 500.

which might otherwise fade away in the face of competition.

The benefits to cable companies stem primarily from: reduction in capital requirements associated with the cabling of the nation's largest cities; the potential off-loading of certain back-office functions such as billing and customer service; assistance from telcos in the marketing of cable's excess frequency capacity; increased and more efficient market coverage; and assistance in system interconnection.

The potential risks for cable companies involve a dependence on the telco and the sharing of revenues that might otherwise flow entirely to the cable operator.

Financial prods

"Cable/Telco at the Crossroads" considers financial trends in the cable industry, and how those trends might be improved, or if favorable, maintained through sale/leaseback arrangements.

PEERVUE, a financial diagnostic developed by C&L, was used to analyze the aggregate financial performance of nine of the largest "pure play" publicly held cable operators. It assessed the components driving return on equity and equity reinvestment, including asset turnover, pretax profit margin, asset leverage, and effective tax rates. It compared return on equity versus cost of equity to the market value of a company's stock versus the book value of its stock. The result is an objective means of evaluating the relative attractiveness of the cable industry from a capital market point of view.

The results of the PEERVUE analysis, including a discussion of trends and their implications for the appeal of sale/leasebacks are summarized in chart A.

Asset turnover

Industry trend

Historically, the cable industry has been an asset-intensive business. This can be attributed to the large investment required in plant and equipment. Since 1979, this trend has become more pronounced as newbuild and upgrade activity increase. Asset turnover should begin to improve as new construction activity declines. See chart B.

Potential cable/telco cooperative opportunities

For the cable companies, sale/leaseback arrangements with telcos could improve asset turnover. If the telcos assume responsibility for cable plant construction, repairs and maintenance, and customer service and billing, cable operators could focus their management energies on revenue

Chart B
Asset turnover

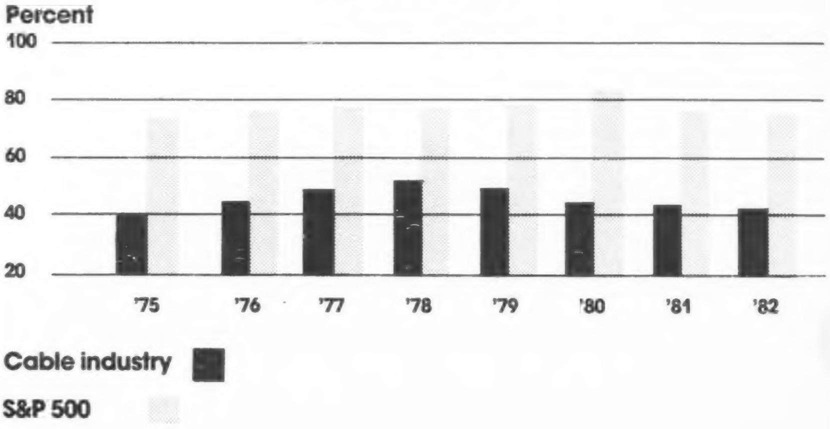
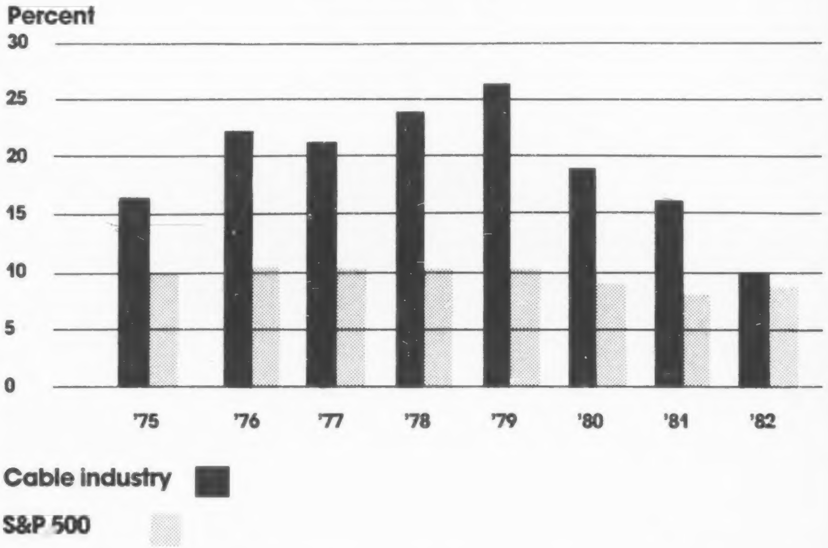


Chart C
Pretax margin



generation through subscribers' fees and local advertising. In addition, if new construction could be accomplished more efficiently by the telcos (due to their construction experience and economies of scale in major telecommunications construction), then each dollar of asset investment would generate a higher level of revenues per asset dollar from the same transmission capability.

Pretax margin

Industry trend

Since 1979, the cable industry's margins have declined dramatically, dropping by 50 percent in only four years. Such a dramatic and consistent decline prompts the following observations.

Cable's pretax margins have consistently exceeded the S&P 500. However, the fact that these margins are approaching the S&P 500 is disturbing, given the capital-intensive nature of the business.

To some extent, the decline in pretax margins can be attributed to:

- An increasing cost of capital due to the capital market's perception of cable as an increasingly risky business;
- Cost overruns in construction;
- Increasing programming and marketing costs; and,
- Overall, the promises made by cable franchise winners, including economic commitments, such as sophisticated public studio facilities and community grants.

Despite these short-term reasons for the decline in pretax margins in the industry, the

Chart D
Pretax return on assets

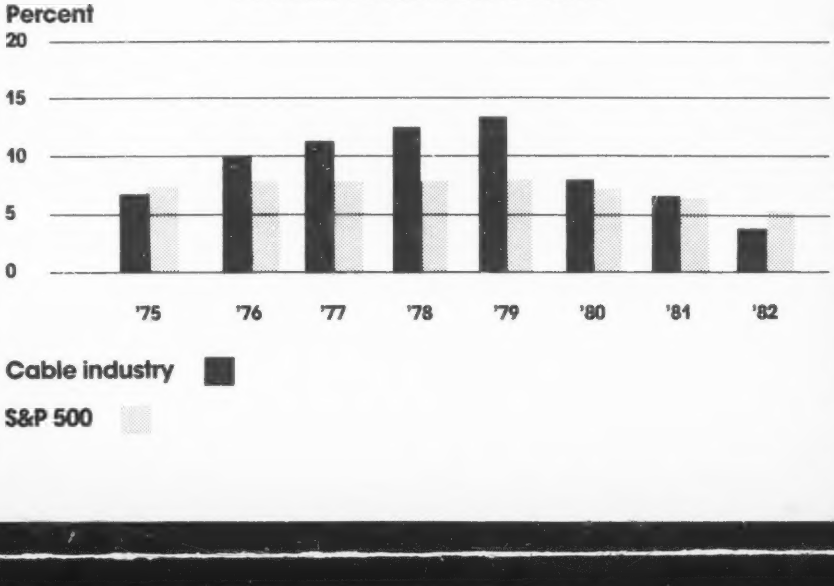


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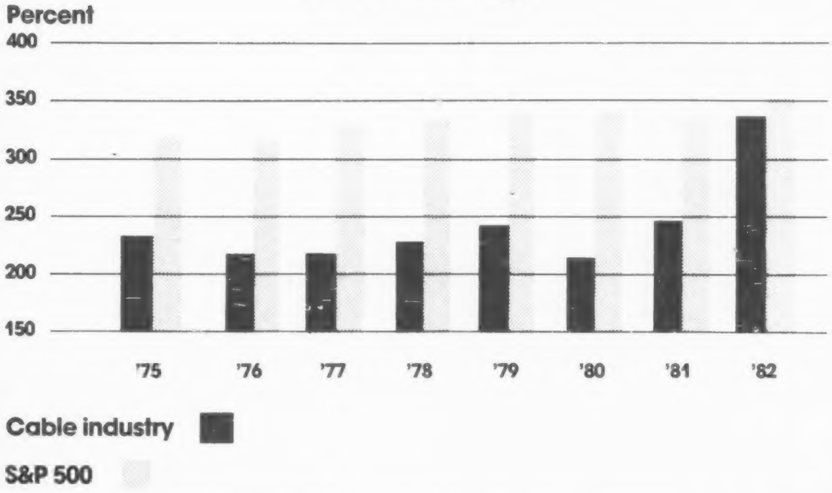
Chart E
Asset leverage



rate of decline and its consistency may reflect a fundamental shift in the economics of the business that could have serious implications for longer term viability. See chart C.

Potential cable/telco cooperative advantages

Cooperative arrangements between cable operators and local telcos could improve pretax margins in three ways:

- Local telcos could take advantage of their experience and potential for economies of scale and provide installation and repair, billing, and customer services to the cable operator in a more cost-effective manner;
- Assuming the cable operator's lease payments would be less than the sum of existing depreciation and interest expenses, operating margins would improve; and
- Focusing cable managements' energies on marketing and programming could lead to incremental revenues. Such revenues generated from existing plant would yield higher margins, due to the relatively low incremental costs.

Pretax return on assets

Industry trend

The cable industry's pretax return on assets (e.g., asset turnover × pretax margins) has declined precipitously since 1979 and, as of 1982, actually was less than the S&P 500. See chart D.

Asset leverage

Industry trend

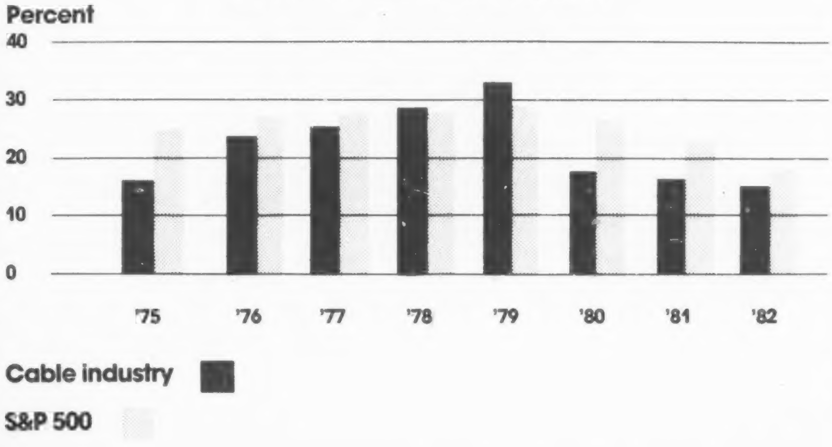
Overall, the cable industry has grown its asset and equity bases at very rapid rates.

Compound growth rates from 1975-1982

Total assets	**30.6%**
Stockholder's equity	**24.3%**

The cable industry's pretax return on assets has declined precipitously since 1979 and, as of 1982, actually was less than the S&P 500.

Chart F
Pretax return on equity



While previous asset growth has resulted from ambitious construction programs, any growth in the latter half of this decade will probably result from acquisitions. Currently, the smaller (5,000-10,000 subscriber) cable systems are the most sought-after entities.

Asset leverage trends are disturbing. By 1982, the cable industry approximated the S&P 500. It appears, however, that the cable industry may be becoming too capital-intensive. For example, 1982's asset leverage ratio is approximately 110 percent above the average telecommunications company.

From the capital market's perspective, equity investments in cable companies in earlier years were based on the expectations of asset-base growth. Now that approximately 60 percent of the assets are in service, stock prices will depend on proper utilization of these resources. See chart E.

Potential cable/telco cooperative opportunities

Sale/leaseback of cable assets to the telcos would reduce both technological and capital structure risks for cable operators. From a construction planning and upgrade point of view, the telcos would have a vested interest in reducing the risk of technological obsolescence for cable plant, the principal collateral securing lease payments. The profits from sale/leaseback transactions would improve the equity position of cable operators and reduce the current high level of asset leverage.

Pretax return on equity

If cable's asset leverage had not increased dramatically in recent years, pretax return on equity (pretax return on assets × asset leverage) would have declined even more dramatically. Skepticism about the accelerated rate of asset growth, coupled with declines in pretax return on equity, are worrisome issues among analysts. Anthony Becker of A.G. Becker Inc. notes, "A major area of concern for those of us that follow the cable industry is whether, from a management point of view, many of the cable operators have the ability to control the level of expenditures that they've been committed to." See chart F.

Tax retention rate

Industry trend

Historically, tax retention (the difference between income and tax expense) for the cable industry has been very favorable compared to the S&P 500. Large capital expenditures have generated substantial investment tax credits. Net operating loss carryforwards have resulted from early year losses among start-up systems. In the short-term, these two trends will persist, but in the future, the cable industry's ability to shelter income will diminish. See chart G.

Potential cable/telco cooperative opportunities

Within the next five years, a vast majority of the potential plant expansion (newbuilds and upgrades) within the U.S. will be completed. Currently, 60 percent of all construction has been completed. As such activity declines, related tax benefits also will be reduced.

Cable/telco cooperative arrangements provide a potential means to continue sheltering income *and* utilize existing tax benefits. Sale/leaseback of existing systems could be attractive in two respects:

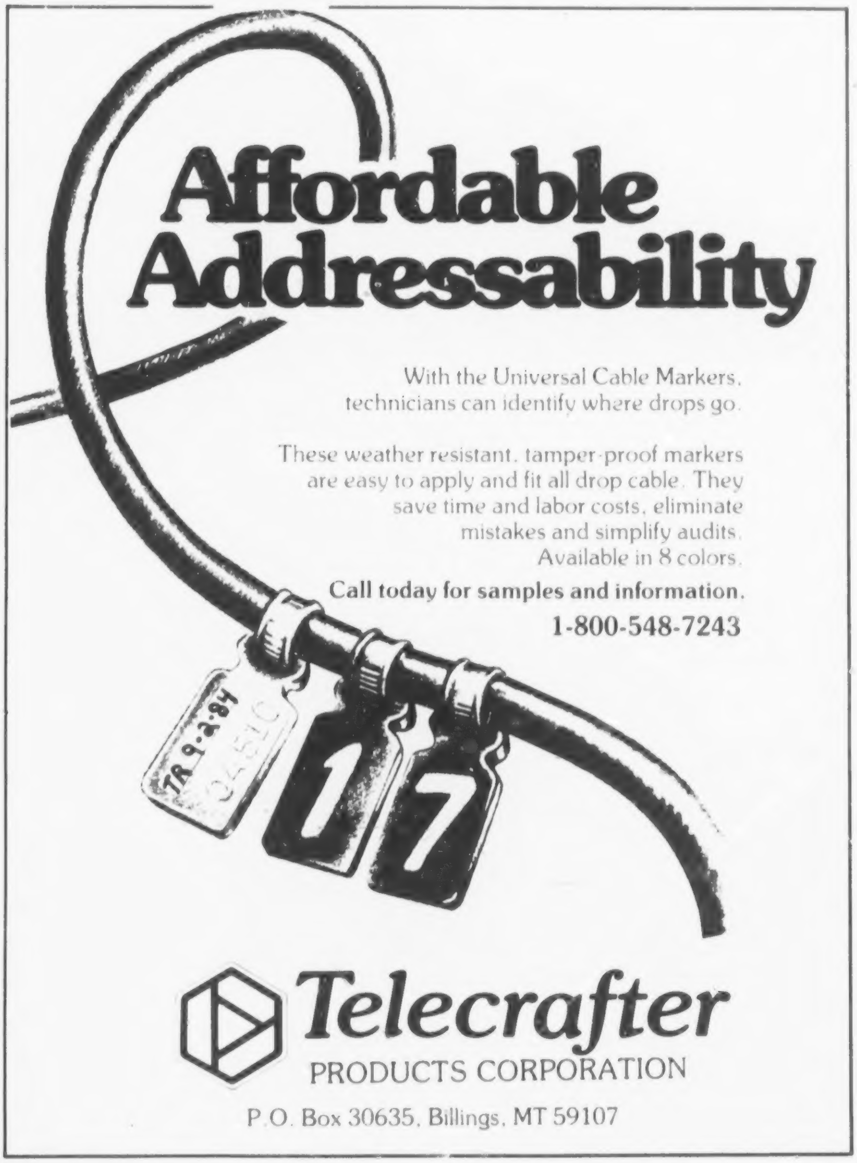
- Depreciation recapture on existing systems could be offset by unutilized investment tax credits and net operating loss carryforwards; and
- Gains on sales would be taxed at the lower capital gains rate.

After-tax return on equity

After-tax return on equity (pretax return on equity × tax retention rate) has remained relatively stable due to the improvement in tax retention rates. As mentioned previously, however, the maturing of the cable industry business will probably lead to a decline in these rates. See chart H.

Equity retention

Throughout the period examined, the cable industry consistently paid lower dividends than the S&P 500. As the industry matures, it is likely that the stock market will require higher yields, no longer "buying for the future." Cable companies



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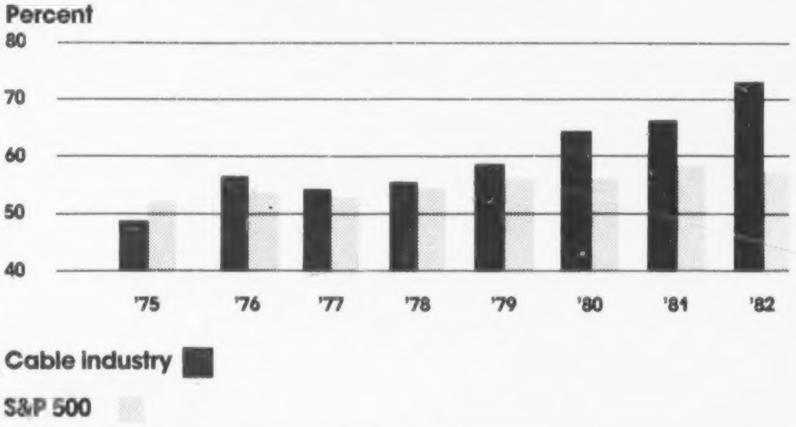
The gamut of possible cable and telco collaborations is only limited by the creativity of the two parties.

Chart G

Tax retention rate



will have to achieve higher profits and cash flow in order to improve dividend yields. See chart I.

Equity reinvestment

Industry trend

After paying common and preferred dividends, corporations can measure the percentage of each revenue dollar ultimately retained for future operations—equity reinvestment. Since 1979, cable's equity reinvestment rates have declined, principally due to a decrease in profit margins. This translates into a weakened ability to fund (reinvest in) future operations. This condition has become even more acute for "pure-play" companies that do not have sources of cash flow from other corporate divisions. Diversified communications companies are using broadcasting and publishing divisions to fuel cable expansion. A Kidder Peabody analyst points out, "Essentially the broadcasting division (of

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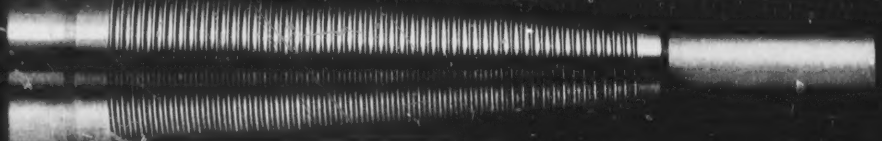

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Cox Communications) acts as a cash cow than can pay for some of the heavy capital expenditures in the cable division without onerous cash flow deficits and with a relatively low level of debt. . . . Viacom relies on the program syndication business as its cash cow to fund cable growth." See chart J.

Potential cable/telco cooperative opportunities

The potential capital crunch facing many system operators could be alleviated through sale/leaseback deals or telco construction of new cable facilities. While either of the scenarios would be beneficial to diversified communications companies, such arrangements are particularly attractive to "pure-play" operators who lack an internal source of funds to finance capital needs.

Cost of equity

Industry trend

There is a dramatic difference in costs of equity for the cable and telephone companies. From 1975-82 the spread has averaged 6.2 percent in favor of the telcos. This disparity can be attributed to the different nature of the two businesses. Cable is a relatively young industry with new markets and is subject to technological obsolescence and product substitutes. The telephone business, until divestiture, has traditionally been a large, stable, monopolistic business.

Recognizing that the breakup of AT&T might cause a telephone company's cost of equity to rise somewhat due to the increased business risk, it is still likely that a significant spread in the cost of equity will continue for the foreseeable future. See chart K.

Potential cable/telco cooperative opportunities

The telcos could finance existing systems, newbuild construction, or upgrade construction with a lower cost of capital.

Market-to-book valuation based on return on equity-cost of equity spreads 1976-1982

Although the cable industry's return on equity has been declining and its cost of equity remains high, the capital markets have viewed the industry favorably. The stock market value versus book value of a company's stock provides an objective measure of relative industry attractiveness as perceived by Wall Street. Chart L illustrates that, despite the consistently poorer spread between return on equity and cost of equity, the cable industry has outperformed the S&P 500 average.

Market-to-book valuation based on return on equity-cost of equity spreads 1976-1982

A look at the year-to-year trend, however, indicates that as Roe-Koe spreads have grown worse, the capital markets have begun

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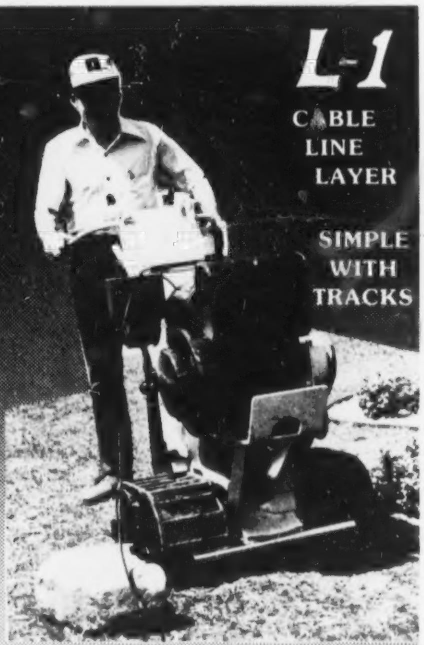

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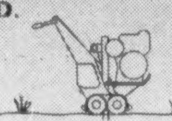

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to reduce the premiums they are willing to pay for participation in the emerging cable industry. This trend can be attributed to disappointing results, combined with a reassessment of long-term industry prospects due to overambitious franchise proposals and the introduction of alternative technologies. See chart M.

Structuring the arrangement—operations overview

The gamut of possible cable and telco collaborations is only limited by the creativity of the two parties. These relationships can range from pure financial or service contract arrangements to a hybrid arrangement including financing, service, and equity/revenue participation. Cable/telco joint ventures could include any of the following characteristics:

- Straight sale/leaseback;
- Revenue sharing;
- Buyout options;
- Equity participation; or
- Jointly owned services.

It is likely that some combination of financial and operating incentives would be needed to satisfy both interests. Clearly, these interests can only be assessed on a company-by-company or system-by-system basis.

For purposes of discussion, ICR and C&L invented a cable system with the following characteristics:

- Original franchise granted in 1975;
- Originally constructed as two-way capable single-trunk plant;
- First subscriber activated in 1976;
- Currently (1984) offers 27 channels, of which three are pay services;
- Current pay penetration is 50% of all basic subscribers, with each pay subscriber buying an average of 1.4 pay services;
- Current rates are $8.50 for basic cable, $11.00 for each pay service; and
- No pay-per-view programming is currently offered.

In anticipation of franchise renewal in 1990, the cable operator would like to:

- Enhance system capabilities by adding addressability;
- Secure a rate increase;
- Carry additional pay services, one or more of which may be pay-per-view; and
- Increase channel carriage capacity if necessary.

The report further assumed that there is no underground plant and that all the poles used for this 100% aerial plant are owned by the telco, with whom the cable operator has good business relations.

Sale/leaseback arrangement

In 1984, the cable operator sells the fixed assets of the system described above to the local Bell operating company or local regional holding company. In so doing, the cable operator sells all of the system's coaxial plant, including headends, towers, TVROs, plant electronics, and all processing equipment. Customer premises equipment (CPE), i.e., in-home cable converters, are not included as part of the system's fixed assets; CPE ownership is retained by the cable operator. The cable converter is not treated as part of the system's fixed assets because its useful life is much shorter than most other plant elements, and the investment in converters is variable, depending upon the size of the subscriber base. In return, the cable company pays the telco an annuity of lease payments which provide the telco with a contractually determined return.

This arrangement does not include any modifications or improvement to the plant. It is a simple, straightforward sale/leaseback arrangement, which may either stand on its own or lead to other additional business arrangements.

In a sale/leaseback environment, converter installation could be contracted to the telco, given that the telco is responsible for providing cable drops to the home. In instances where the cable drop is already in place ("dead drops"), subscribers could pick up the converter from the system or the Phone Store and install it themselves. Similarly, the cable operator would contract with the telco for the disconnection/reconnection of cable services.

In short, from an operational standpoint, a sale/leaseback suggests an additional business relationship between the cable operator and telco, in which the latter assumes responsibility for the maintenance of CPE. Such a relationship makes sense not only from an operational perspective but also

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because it relieves the cable operator of the requirement to employ a maintenance and installation work force.

Adding addressability

Upgrading a cable system to incorporate one-way addressability results in two obvious advantages to the cable operator:

- The ability to activate/deactivate cable services from the headend; and
- The ability to provide various supplementary revenue-generating services, such as pay-per-view, data transmission, videotex, etc.

Cost and uncertain potential revenue flows have been the major barriers preventing the cable operator from adding one-way addressability. While theft-of-service and multi-pay churn are increasingly troublesome problems, these are primarily urban phenomena. The operator of rural and suburban cable systems is, therefore, hard-pressed to justify the added expense of addressability unless compelled to do so, either because of converter obsolescence or in pursuit of franchise renewal.

This reluctance on the cable operator's part presents an opportunity for the telco. By sharing the cost of the retrofit, the telco positions itself to become a CPE/hardware supplier to the cable operator. Such cost-sharing might be accomplished through a cooperative plan in which the telco builds additional capabilities into the converter, enabling the cable operator to provide enhanced entertainment services like pay-per-view. Ultimately, such capabilities might be utilized to offer certain non-entertainment services as well, e.g., videotex, data transmission, security/energy management, etc.

Where a sale/leaseback arrangement is in force, or contemplated, the addressable retrofit can be treated as a plant improvement and its cost subsumed into the cable operator's lease payment.

Billing and customer service

Both billing and customer service are aspects of the cable operator's business which may be contracted to the telco regardless of whether a sale/leaseback agreement is in force. With the interconnection and regionalization of cable systems continuing, the provision of such services by the telco only grows more attractive, as economies of scale begin to take hold.

Billing for cable services in the absence of pay-per-view offerings is rather straightforward. Bills are generally mailed at the end of each month, with all services billed for one month in advance. In a pay-per-view environment, an event-itemized billing is required and questions of credit extension come into play. Clearly, even with the addition of pay-per-view, cable TV billing procedures are very similar to those currently utilized by telcos.

Customer service requirements, on the other hand, are a bit different. While the bulk of all customer service inquiries concern billing, service installation/disconnection,

Chart H
After tax return on equity

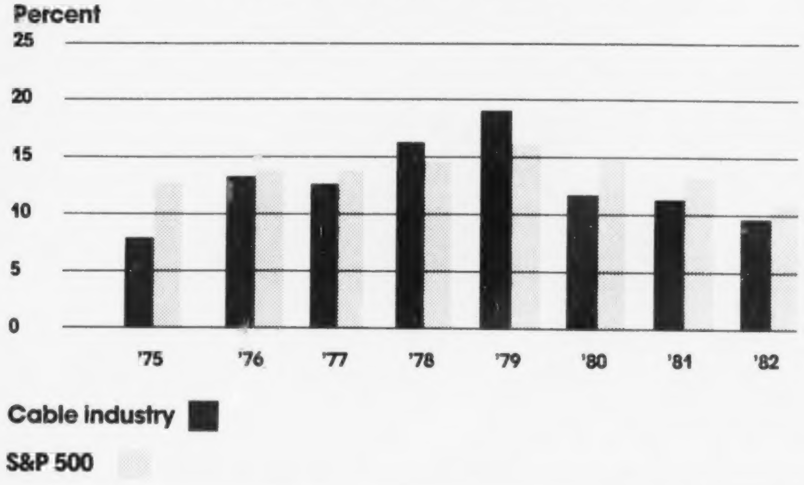


Chart I
Equity retention

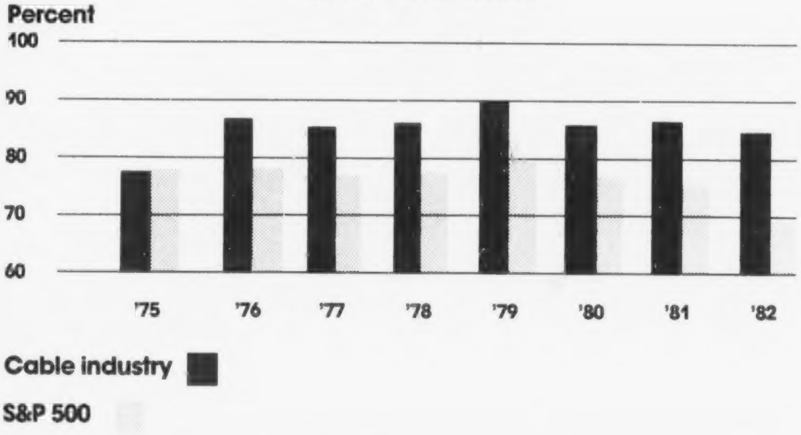
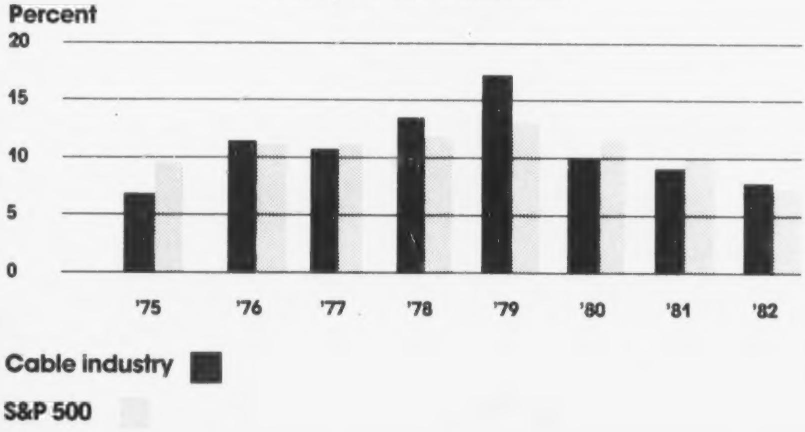


Chart J
Equity reinvestment



While previous asset growth has resulted from ambitious construction programs, any growth in the latter half of this decade will probably result from acquisitions.

Chart K
Cost of equity

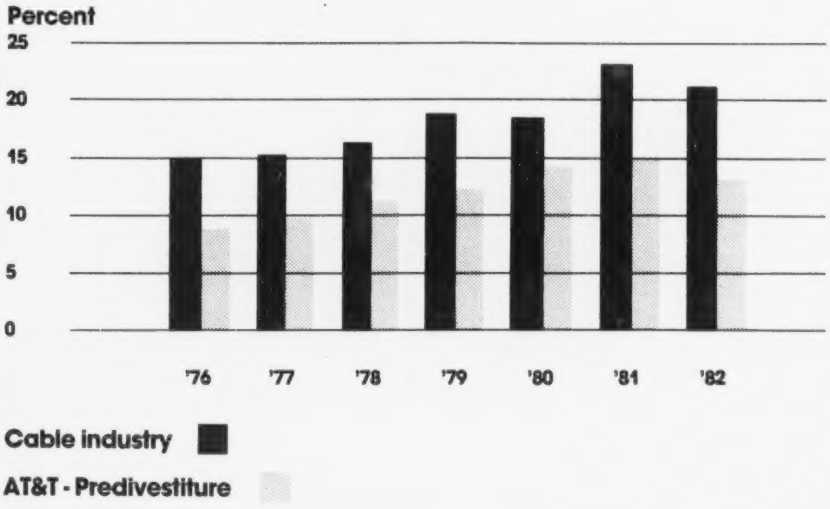
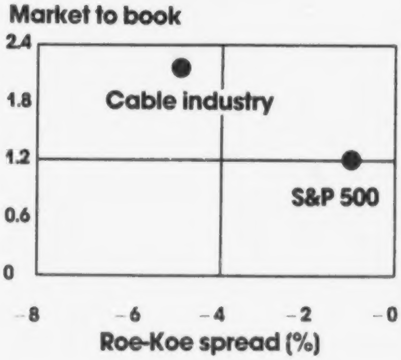


Chart L
Market valuation based on Roe-Koe spread 1976-1982



and relocation of CPE, the customer service representative also must be thoroughly trained to deal with questions about programming and the marketing of additional services such as pay TV, additional outlets, program guides, and specialized tiers of cable programming.

The telco could be compensated for these services through a cost-plus arrangement or by a percentage of revenues. Revenue-sharing may be an attractive arrangement because it motivates the telco to provide quality service and offers an upside profit opportunity, given the telco's willingness to invest.

A potential side arrangement could be for the telco to use its directory sales force to sell local availability for the cable system's basic programming services.

Finally, the telco could make an equity investment in the system; once again, such an arrangement would reduce the cable company's investment as well as provide upside profit opportunities for the telco.

In summary, a sale/leaseback arrangement between cable operators and telcos, while not a necessary precondition, opens the door to a number of supplementary agreements between the two parties. By buying and leasing back the cable plant to the cable operators, the telco positions itself to contract for the provision of a number of other business functions. These range from the upgrading (retrofitting) of the plant and installation/maintenance to the provision of various ancillary services such as billing and customer service.

Tax-oriented transactions

A sale/leaseback arrangement could be scrutinized by the Internal Revenue Service. A leasing transaction is treated for federal tax purposes as a true sale and leaseback if several conditions are satisfied.

- The telco must have a minimum investment (20% of the property cost) in the property at the inception of, during, and at the end of the lease term.
- The fair market value of the leased property at the termination of the lease must equal at least 20% of its original cost to the telco.
- The cable operator can only purchase back the leased property at fair market value.

The tax treatment would be further complicated if there were related arrangements, including service contracts, equity participation, or revenue sharing. It is likely tax issues would have to be addressed on a deal-by-deal basis.

Regulatory issues

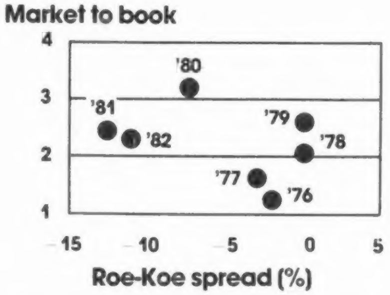
Regulatory issues tend to cast a pall on all studies to which they are relevant. If they did not, they would not be worth discussing. There are few positive regulatory issues.

The regulatory issues posed by cable/telco cooperative ventures are extremely complex and must be viewed from the separate perspectives of the cable regulator and the telco regulator. On both sides of the partnership, they involve questions of service

The regulatory issues posed by cable/telco cooperative ventures are extremely complex and must be viewed from the separate perspectives of the cable regulator and the telco regulator.

Chart M

Market valuation based on Roe-Koe spread 1976-1982



reliability, of financial viability, and of the impact on consumer costs.

From the telco perspective, interest in cooperative ventures is greatest if resulting profits can be channeled to shareholders rather than to customers. Nonetheless, any profits which must be passed on to customers should still be of interest, for in the current regulatory environment, telcos will receive less rate relief than they may need, and anything that ameliorates the need for rate increase should be welcome.

From the cable operator's perspective, interest in cooperative ventures is greatest if resulting savings can be channeled into programming and marketing efforts designed to attract additional subscribers. Here, too, however, passing on savings to subscribers remains of interest, particularly in the face of escalating programming costs and franchise fees which would otherwise affect subscription rates. Moreover, to the extent that both industries are experiencing increased competition for their core markets, any mechanism for lowering rates, and thereby reducing the competitive threat, becomes all the more attractive.

Before proceeding to an analysis of the issues, it is necessary to review the current regulatory environment, an environment which, like the industries it reflects, is in a considerable state of flux.

The current environment

The current status of regulation of channels furnished by telephone companies for cable systems' use, cable programming, and alternate use of channel capacity is not only confusing, but once understood, may even appear to be irrational. What is clear is that federal, state, and municipal regulation all exist, but not everywhere. It has recently become evident, however, that regulatory oversight of the cable industry will be concentrated at the federal level. Local cable regulation is fast being eroded by federal pre-emption.

Few, if any, enabling PUC statutes were enacted in contemplation of today's technology and competitive atmosphere, and little has been done to modernize these statutes. Lines of regulatory authority can become clouded as communications providers seek to interpret statutes to favor their mode of operation rather than adapt their operations to current statutes. Generally speaking, efforts are made to minimize all regulatory oversight and to avoid state regulation in particular. The success of such attempts to date, however, has been marginal.

FCC regulation

Under the current regulatory framework, the furnishing of communications channels to cable system operators or the acquisition of cable systems by a land-line exchange common carrier requires FCC approval under Section 214(a) of the Communications Act of 1934. This section of the Art requires advance approval from the FCC to construct, acquire, or operate a line that will be used by a cable system operator and requires a showing that the present and future public convenience and necessity will be served through the proposed carrier action. Not only must the land-line telephone company seek such approval, but, having received it, it must then file and gain approval for the tariffs to be charged to the cable operator. On the other hand, should a cable system seek to construct its own facilities for the provision of cable services, no FCC approval is required. However, the prices charged by cable companies to customers are generally subject to state or municipal

Chart N

Targeting Systems

1984 Forecast

Target Systems	No. of Systems	Homes Passed	Historical Cost ($000)	Replacement Cost ($000)
Upgrade	384	4,021,700	474,360	893,080
Newbuild	360	3,716,000	1,281,300	N/M
Unused Tax Benefits	2,640	26,995,000	*962,000	*2,093,000
Book/Tax Depreciation Reversal	N/A	N/A	*2,137,000	*4,651,000

N/M Not Meaningful
N/A Not Available
* Cumulative Asset Valuation 1975-84

The reality of the regulatory situation is that the anachronistic statutes, fragmentation of interests, and lack of a unifying coordinating body have led to a situation where tripartite jurisdiction (federal, state, and municipal) over a single communications line could impede the development of cooperative ventures and systems delivery.

regulation in either case.

In a recent action, the FCC has proposed to lift the Section 214 requirements on land-line telephone companies that seek to provide channels for their own cable television services outside their operating territories.

However, should the land-line company construct facilities outside of its own territory for the purpose of leasing such facilities back to a cable system operator or to provide other common carrier type services, Section 214(a) of the Communications Act would be applicable. Therefore, the FCC's recent notice of proposed rulemaking, if adopted, would not significantly alter the current environment as it applies to transactions between telephone companies and cable operators.

Other FCC pre-emptive actions relate to cross-ownership rules and pole attachments. The latter is only relevant to the extent that in those instances where telephone common carriers seek to construct or operate distribution facilities for cable operations, they must also demonstrate that the independent cable provider has available at its option pole attachment rights at reasonable charges and *without undue restrictions on the uses that may be made of the channels by the customer.*

State regulation

So long as channel capacity is used by the telephone company solely to provide services to the cable operator and the cable operator provides only cable services, state regulation of the telephone company tariff does not apply. Problems of jurisdictional authority may arise, however, when some of the channel capacity is used by the land-line telephone company to provide alternative common carrier services such as point-to-point data or if the cable operator does likewise. In these circumstances, cable operators have argued strongly that either no regulation should apply or that the FCC has primary jurisdiction.

The reality of the regulatory situation is that the anachronistic statutes, fragmentation of interests, and lack of a unifying coordinating body have led to a situation where tripartite jurisdiction (federal, state, and municipal) over a single communications line could impede the development of cooperative ventures and systems delivery. In fact, it is likely that regulators will inevitably be drawn into proposed cable/telco ventures.

Such regulatory intervention may be minimized if the venture participants fully agree in advance to work together, recognizing the substantial benefits to each party of mutual cooperation. After all, the best outcome of an appeal to a regulatory authority is that one party receives satisfaction. A good rule of thumb, however, is that neither party is fully satisfied. At a minimum, therefore, good working relationships are essential for successful collaboration and in minimizing cause for regulatory intervention.

Future environment

From the perspective of cable/telco collaborative opportunities, the most desirable situation would be the elimination of federal or state regulation of common carrier services provided by cable operators directly or by telephone companies through leaseback arrangements. Unfortunately, the policy questions involved in such deregulation extend far beyond any cable/telco joint venture. Moreover, this question is currently before the U.S. Congress, though at this writing cable industry support for H.R. 4103 appears to be evaporating. *Major* structural regulatory changes aside, there still may be need for legislative action to clarify regulatory lines of responsibility, to recognize the new operating environments and technologies, and to ensure that services delivered to consumers are provided through the most efficient means and on a timely basis.

Cable perspective

ICR and C&L concentrated primarily on regulation from the telco perspective, since cable regulation is in a state of flux as a consequence of the U.S. Supreme Court's recent decision in *Capital Cities vs. Crisp.* In striking down an Oklahoma ban on wine and liquor ads carried by cable systems, the Supreme Court recognized the FCC's authority over cable as a separate industry, i.e., not as an industry ancillary to broadcasting, and said all local cable rules are superseded by FCC policies. That Supreme Court decision has emboldened the FCC to add fuel to the fire by affirming its previous decision pre-empting local rate regulation of all but basic cable services.

However, whether oversight is by a state utility commission or by a local franchisor or by the FCC, one should expect cable regulators to be concerned with the cable operator's loss of control over equipment or activities affecting service quality (particularly where direct customer contact is involved), the effect on future subscriber fees, the viability of the franchisee, and his continued flexibility to respond to technological market changes.

The range of alternative cable/telco ventures trade some control for efficiency and greater financial stability. Arguably, flexibility in responding to changes may not be affected by any of the arrangements considered. Telco ownership and operation of much of the plant, however, means that cable companies do give up direct entry into financial markets and their direct control over the plant.

Thus, while the cooperative scenarios suggested here are economically favorable to the cable industry, one should not necessarily expect enthusiastic endorsement by *all* cable regulators. Experienced regulators generally are loathe to trade potential impediments to safe and adequate service for potential cost reductions.

Telco perspective

What will be regulated? ICR and C&L identified the following cable activities as candidates for transfer to telephone companies: financing (particularly through sale and leaseback); CPE; customer service; installation; billing; maintenance; and construction.

Direct state regulation could theoretically be avoided completely by placing the new venture in a holding company or a subsidiary which has no regulated activities.

Of the activities considered for transfer, however, maintenance, construction, and billing appear to depend on economies of scale available only in the operating companies. Installation would be an operating company activity, as well, but could conceivably be combined with CPE, sold by the unregulated subsidiary. It should be noted, however, that not all operating companies plan to enter the consumer CPE market, and there appears to be little inclination to enter the telephone installation market on an unregulated basis in competition with the operating companies' own regulated installation operations. This could leave financing as an activity that clearly can be engaged in by the holding company with considerable economies of scale without state regulation and CPE for those regional companies that are in the residential CPE market.

> *In summary, a sale/leaseback arrangement between cable operators and telcos, while not a necessary precondition, opens the door to a number of supplementary agreements between the two parties.*

Many state utility commissions can exert considerable influence on unregulated activities because of their authority over financing, use of revenues, accounting, and dividend payments. Further, if they disapprove of the ventures, but cannot force a halt, they can cause the costs to be accounted for or allocated in such an unfavorable way that a telco would voluntarily abandon their pursuit.

This is true of financing, even when carried on by the holding company. Many jurisdictions look at consolidated or double-leveraged capital structures to determine the cost of capital of regulated telcos. This gives the commissions an opportunity to allocate both leverage and cost rates for capital components between regulated and unregulated operations. For example, they may assign, on the basis of a perceived greater risk, a higher-than-average equity ratio and/or cost rate for all kinds of capital to unregulated operations, leaving a below-average equity component and cost rate for regulated operations. Similarly, state commissions allocate income taxes from consolidated tax returns and may be able to reach tax benefits associated with non-jurisdictional businesses.

It is, therefore, wise to obtain the state regulator's blessing before engaging in any of the cooperative ventures suggested here, but there can be no guarantee that what is acceptable today also will be acceptable tomorrow.

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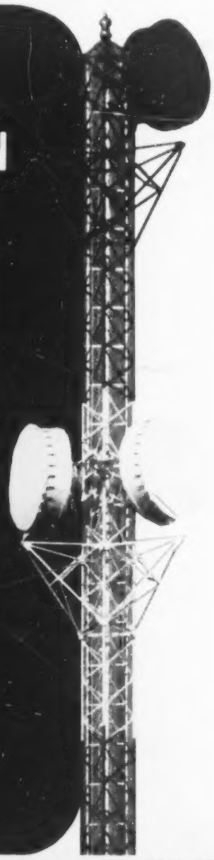

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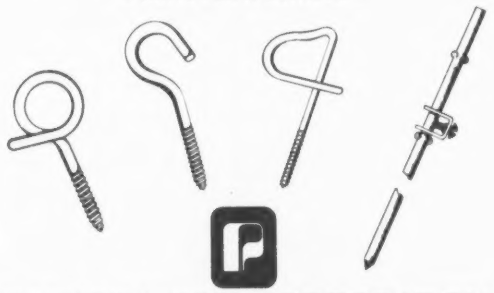

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Sale/leaseback of cable assets to the telcos would reduce both technological and capital structure risks for cable operators.

Financing and use of revenues

Even if the proposed activities are not under the jurisdictional control of state utility regulatory bodies, telephone companies will in many states require approval from these bodies to finance or use revenues for them. The regulator must be shown that the contemplated ventures will not reduce the ability to render safe and adequate telephone service (including reassurance on the issue of reduced access to the capital markets for telephone construction) and that there are adequate safeguards to avoid misallocations of revenues and costs in favor of the unregulated operations. This would probably suffice for a finding that the proposal is not averse to the public interest.

If a showing could also be made that as a result of these activities, corporate earnings and financial ratios would be better than on regulated operations alone, the proposal would probably be considered in the public interest. To the extent regulators see negatives, they can be balanced off by the telco's offering to share some of the profit with ratepayers.

Unfortunately, these are not easy showings to make. No one enters new ventures unless he believes them to be profitable, and usually he has studies to confirm his view. Yet the majority of such ventures by utility companies have been neutral or worse. One should, therefore, expect to encounter a good deal of skepticism.

If the RHC's common stock is already selling below book value, it will be particularly difficult to convince regulators that the new activities will be sufficiently profitable to offset the dilution that will occur from financing cable companies. (If the present equity ratio is to be maintained, any additional capital raised must ultimately require an equity issuance which could have been avoided if the new capital had not been raised.) Regulators would worry that the dilution would hinder or obstruct financing of telco projects. They would be uncertain of markets to provide the requisite return and would fear stranded investment and an unfavorable financial effect. They would also be concerned that the tax benefits generated might hinder utilization of traditional telco tax benefits and would probably insist on assigning priority of recognition for rate-making purposes to the benefits arising from the traditional business.

Short of structural separation of activities (which would frustrate achieving the economies expected), it is extremely difficult to satisfy regulators that there is no cross-subsidization of unregulated activities by regulated activities.

Pricing and cost allocations

A major source of the controversy between telephone companies and businesses that relied on telephone company facilities has been the variability and volatility of month-to-month charges.

In recognition of the partnership aspects of the cooperative provision of cable services and the mutual dependence of each participating partner, tariff terms for channel service should emphasize price stability and some measure of predictability. This could be accomplished either through a multi-year fixed-price tariff or under the two-tier concept developed by Bell Companies for pricing customer premises equipment in the late 1970s and early 1980s. Under the two-tier concept, the leasing party guaranteed the telephone company capital recovery through monthly payments that were fixed over the life of the contract. To recognize any changes in operating costs such as increased taxes or maintenance expenditures, a second rate element was developed, subject to periodic adjustment to reflect changes in operating conditions. Two-tier pricing approaches were approved by regulatory commissions and improved relationships with large customer premises equipment users. It is likely that such arrangements would enhance the viability of telephone company/cable cooperative ventures and would receive regulatory acceptance.

Prices cannot be established in a vacuum, however, and state and federal regulators will exhibit keen interest in the cost documentation provided to establish initial charges as well as cost-tracking procedures employed to monitor ongoing costs. In theory, the telephone company's large work force and inherent economies of scale will enable it to provide installation, repair, and overall administrative services at a cost less than would have been incurred by the cable operator on a standalone basis. The objective of the telephone company would be to improve overall earnings by establishing prices supported by the marketplace, but above its incremental costs. However, regulatory agencies have not been responsive to the use of incremental costing for the purposes of establishing prices. More likely, the regulator will require fully distributed cost allocations to support the prices charged and to minimize opportunities for cross-subsidy between basic telephone exchange rates and cable channel operations. Such regulatory cost allocation procedures may make contract prices to cable systems operators less desirable than otherwise.

On the other hand, if a separate subsidiary provided the channel service, including leasing duct space and paying pole attachment fees to the land-line telephone company, the regulatory incentive to overprice or overcost service would be somewhat diminished since the regulator could not directly capture cable channel service profits. Even so, the regulator would be inclined to weigh risks and cost allocations between affiliated companies to reduce the risk or increase the benefit to the local telephone subscriber. The methods would be similar to those already described in the discussion of what a regulator could do if he wanted to frustrate an arrangement over which he has no direct enforcement power. However, even if the regulator approves of the arrangement, there is still a danger that he may inadvertently assign too much cost to these unregulated activities in a sincere effort to do no more than to avoid cross-subsidization.

Clearly it is incumbent upon the telephone company, under any scenario, to establish sound accounting procedures and attempt to provide a good audit trail. It must also obtain regulatory concurrence with cost allocation systems in order to minimize future areas of contention with customers, as well as with regulators. Even this offers no guarantee against unanticipated adverse regulatory actions. Commissions generally cannot be bound by their prior actions. There is always a chance, therefore, that in response to new arguments or with a change in complement a commission may change well-established procedures.

Sale and leaseback

In structuring sale/leaseback terms, a number of regulatory concerns arise. All jurisdictions require utility property to be recorded at original cost (defined as cost when the property was first dedicated to the public use whether by the accounting company or predecessors). Therefore, most are hesitant to permit purchase prices in excess of original cost. To what extent cable is considered public service is open to question, however. It is predictable that it would be at least in those states where there is state rate regulation of cable services.

Targeting systems

Cooperative potential

All service and financially oriented cable/telco arrangements require evaluation on a system-by-system basis. ICR and C&L analyzed, on a national level, the potential magnitude—in terms of assets—of such arrangements. Those systems likely to find cable/telco collaboration attractive would have one or more of the following characteristics:

- ■ Newbuild systems—entered into prior to the actual construction of the cable system; such an arrangement could solve both the construction and financing issues;
- ■ Systems likely to upgrade—once again, at the point of upgrade, the arrangement could solve the construction and financing issues;
- ■ Systems owned by MSOs that are not currently utilizing all tax benefits or are carrying net loss carryforwards—cash flow (profits) from the sale/leaseback arrangement would be sheltered by these unutilized tax benefits; and
- ■ Systems whose accelerated tax depreciation no longer exceeds book depreciation—for these systems the cash flow benefit of accelerated tax depreciation can no longer be realized, and therefore, the system is less attractive to the cable operator from a tax viewpoint.

Chart N summarizes the results of the analysis on a national level in 1984. ■

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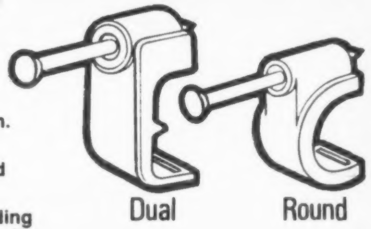

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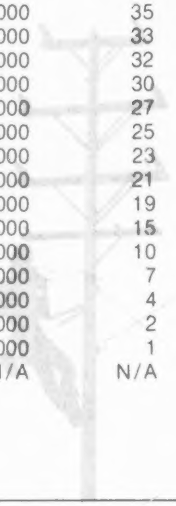
CABLE STATS

Cable Industry Growth Chart



YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source CableProFile Data Base. INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) ..	83,775,000
Homes passed by cable (HP)	54,500,000
Percent of TVHH passed by cable	65.1%
Basic cable subs.	30,700,000
Percent of TVHH with basic cable ..	36.7%
Percent of HP with basic cable ..	56.3%
Pay cable subs	18,300,000
Percent of TVHH with pay cable	21.8%
Percent of HP with pay cable	33.6%
Percent of basic subs with pay cable	59.6%

Figures are as of March 30, 1984
Source CableProFile Data Base. INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
*Bonneville's Easy Listening (audio)	3
C-SPAN	19
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nice and Easy (audio service)	8
Nickelodeon	1
PTL	2
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Sports Time Cable Network	4
Starship	6
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
*American Movie Classics	10
Biznet (Viacom)	15
Bravo (ESPN)	2
Satellite Jazz Network, KKGO-FM	17
National Christian Network	7
Playboy (evenings)	12
Santa Fe Communications	23
SCAN	3
SPN	3
SportsVision	9
Starship	3
Trinity Broadcasting Network	17
WPIX	21

Westar IV (Western Union)	**Transponder**
*AmSat	5D
*AmSat/Digital Traffic	6X,7D
*Bonneville Satellite	3D,12X
Cable News Network News Feeds	8X
*Hughes Television Network	1X,2X,7X
*Wold Communications	6D,9X,10D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ON TV	5V,6V
The Silent Network	9H

Galaxy I (Hughes)	**Transponder**
BET	17
Business Times	9
CBN	11
Cinemax	19
CNN	7
CNN Headline News	8
The Disney Channel	4,24
GalaVision (SIN0	20
HBO	23
Home Team Sports	12
The Movie Channel	14
Nashville Network	2
Showtime	5
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

* August listing

Note: A company name in parentheses following a service or network designates the transponder owner

Source Titsch Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,371,000	(7/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)
21	General Electric Cablevision	325,056	(7/84)
22	Wometco Cable TV	295,247	(7/84)
23	Century Communications	285,000	(7/84)
24	Tele-Media	277,450	(12/83)
25	Prime Cable	272,788	(6/84)
26	Daniels and Associates	262,062	(7/84)
27	Multimedia Cablevision	257,741	(7/84)
28	Centel Cable Television	248,751	(7/84)
29	TCA Group	245,056	(7/84)
30	MacLean Hunter	234,327	(7/84)
31	American Cablesystems	199,934	(6/84)
32	Scripps-Howard	199,466	(7/84)
33	Service Electric Cable TV	189,500	(4/84)
34	Colony Communications	187,116	(7/84)
35	Adelphia Communications	186,870	(7/84)
36	Cable Vision Industries	182,954	(7/84)
37	TeleScripps Cable	131,182	(7/84)
38	Rollins Cableview	178,638	(7/84)
39	Communications Service	175,000	(9/83)
40	Cablentertainment	170,815	(6/84)
41	Tribune Cable Communications	169,391	(7/84)
42	Western Communications	148,323	(7/84)
43	Harte Hanks Communications	146,294	(7/84)
44	McDonald Group	139,585	(6/83)
45	Adams-Russell Communications	130,539	(7/84)
46	Harron Communications	129,866	(7/84)
47	Midcontinent Cable Systems	126,881	(6/84)
48	McCaw Communications	120,093	(7/84)
49	Midwest Video	118,102	(9/83)
50	Sutton Capital	117,204	(6/84)
51	Buckeye Cablevision	116,379	(7/84)
52	Falcon Communications	112,000	(7/84)
53	Televents	108,772	(7/84)
54	Armstrong Utilities	105,945	(7/84)
55	Harris Cable	105,719	(6/84)
56	Communications Systems	94,655	(4/84)
57	Lenfest Group	90,278	(6/84)
58	Summit Communications	90,019	(7/84)
59	Greater Media	88,120	(6/84)
60	Multi-Channel TV Cable	87,755	(4/84)
61	U S Cable	85,500	(6/84)
62	McClatchy Newspapers	82,733	(7/84)
63	King Videocable	81,074	(7/84)
64	The Essex Group	79,884	(7/84)
65	National Telecommunications	76,450	(3/84)
66	Perry Cable TV	75,820	(7/84)
67	Palmer Communications	75,644	(7/84)
68	Acton	74,177	(7/84)
69	WEHCO Video	74,200	(7/84)
70	Ultracom	73,926	(7/84)
71	Omega Communications	68,000	(4/84)
72	Susquehanna Broadcasting	67,602	(7/84)
73	Cable Management Associates	65,500	(7/84)
74	Sonic Cabe	64,522	(7/84)
75	Pencor Services	63,450	(5/84)
76	Booth Communications	63,184	(7/84)
77	Wabash Cablevision	61,500	(7/84)
78	Omni Cable TV	55,659	(7/84)
79	Selkirk Communications	53,600	(7/84)
80	Marsh Media	53,224	(7/84)
81	The Daily Press	52,000	(6/84)
82	Simmons Communications	47,406	(7/84)
83	United Video Management	47,333	(7/84)
84	Wisconsin Cablevision and Radio	46,449	(7/84)
85	Matrix Enterprises	45,339	(7/84)
86	Helicon	42,699	(7/84)
87	Cencom Cable Associates	41,434	(7/84)
88	Chambers Communications	41,236	(7/84)
89	Donrey Cablevision	40,523	(5/84)
90	Whitney Communications	40,504	(7/84)
91	Combined Cable	40,051	(7/84)
92	Joseph Gans	39,927	(4/84)
93	Marcus Communications	37,495	(7/84)
94	New England Cablevision	36,858	(7/84)
95	Masada	36,323	(7/84)
96	National Cablesystems	35,704	(7/84)
97	Multivision Group	34,544	(7/84)
98	Cable Holdings	33,711	(6/84)
99	First Carolina Communications	33,274	(7/84)
100	Star CATV Investment	32,092	(7/84)

Source Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11	Audubon, NJ	Independent	116,120	(7/84)
12	Tulsa, OK	United Cable	115,787	(6/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Baltimore County, MD	Comcast	107,900	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16	San Juan, PR	Harris Cable	105,719	(6/84)
17	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Jacksonville, FL	Continental	98,177	(7/84)
22	Honolulu, HI	ATC	97,100	(7/84)
23	Seattle, WA	Group W Cable	96,500	(7/84)
24	Toledo, OH	Buckey Cablevision	96,087	(7/84)
25	Central Islip (Long Island), NY	Viacom Cablevision	95,000	(6/84)
26	Memphis, TN	ATC	94,300	(12/83)
27	Jefferson Parish/Kenner, LA	Cox Cable	93,005	(7/84)
28	Manhattan, NY	Group W Cable	92,150	(7/84)
29	San Francisco, CA	Viacom Cablevision	86,700	(6/84)
30	Dallas, TX	Warner Amex	83,240	(7/84)
31	Wilmington, DE	Rollins Cableview	81,800	(7/84)
32	Grand Rapids, MI	General Electric	80,685	(7/84)
33	Wichita, KS	Multimedia Cablevision	80,158	(7/84)
34	San Diego, CA	ATC	78,900	(12/83)
35	Seattle, WA	Viacom Cablevision	78,000	(6/84)
36	Phoenix, AZ	Times Mirror	75,761	(6/84)
37	Los Angeles, CA	Falcon Communications	75,000	(7/84)
38	Flint, MI	Comcast Cable	74,500	(6/84)
39	New Orleans, LA	Cox Cable	73,919	(7/84)
40	Pittsburgh, PA	Warner Amex	73,835	(7/84)
41	Louisville, KY	Times Mirror	65,952	(6/84)
42	South Bend, IN	Heritage	67,223	(6/84)
43	Broward County, FL	Storer Cable	67,034	(6/84)
44	Tacoma, WA	Independent	66,113	(5/84)
45	Richmond/Henrico County, VA	Continental Cable	66,000	(6/84)
46	Omaha, NE	Cox Cable	65,370	(7/84)
47	Baton Rouge, LA	Daniels & Associates	64,989	(6/84)
48	South Texas, TX	Heritage	64,629	(6/84)
49	Charlotte, NC	ATC	64,600	(12/83)
50	Santa Monica, CA	Group W Cable	64,600	(7/84)
51	Cleveland Heights, OH	Viacom	64,000	(6/84)
52	Jefferson County, KY	Storer	63,845	(6/84)
53	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
54	Columbus, OH	Warner Amex	62,119	(4/84)
55	Buffalo, NY	TCI	61,000	(3/84)
56	Akron, OH	Warner Amex	60,772	(4/84)
57	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
58	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
59	St Petersburg, FL	Group W Cable	60,300	(7/84)
60	Clearwater, FL	Newhouse	60,000	(7/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Kansas City, MO	ATC	59,100	(12/83)
63	El Paso, TX	Group W Cable	58,600	(7/84)
64	Syracuse Suburbs, NY	New Channels	58,528	(7/84)
65	Las Vegas, NV	Times Mirror	58,448	(6/84)
66	Monterey, CA	Western	58,363	(7/84)
67	Santa Barbara, CA	Cox Cable	58,292	(7/84)
68	Snohomish County, WA	Viacom	58,000	(6/84)
69	Chicago Suburbs (Oak Park), IL	Cablevision System	57,000	(7/84)
70	Harrisburg, PA	Sammons Communications	57,000	(5/84)
71	Sarasota, FL	Storer Cable	56,913	(6/84)
72	Hartford, CT	Times Mirror	56,794	(7/84)
73	Nashville, TN	Viacom	56,000	(6/84)
74	Des Moines, IA	Heritage	55,525	(6/84)
75	Knoxsville, TN	TeleScripps Cable	55,377	(7/84)
76	Madison, WI	Midcontinent Cable/TCI	55,375	(7/84)
77	Allentown, PA	Independent	55,000	(3/84)
78	New Haven, CT	Storer Cable	54,762	(6/84)
79	Boston, MA	Cablevision	54,520	(7/84)
80	Binghamton, NY	New Channels	54,334	(7/84)
81	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	54,000	(7/84)
82	Albany, GA	Storer Cable	53,782	(6/84)
83	Columbus, OH	Coaxial Communications	53,424	(7/84)
84	Chattanooga, TN	TeleScripps Cable	53,202	(7/84)
85	Worcester (Leicester), MA	Greater Media	53,139	(6/84)
86	Charleston, SC	Storer	53,002	(6/84)
87	Westchester County (New Rochelle), NY	UA Cablesystems	52,800	(7/84)
88	Port Arthur, TX	TCI	52,470	(12/83)
89	Canton, OH	Warner Amex	52,367	(4/84)
90	Oklahoma City, OK	Cox Cable	52,089	(7/84)
91	Escondido/San Diego, CA	Times Mirror	51,978	(7/84)
92	New Britian, CT	United Cable	51,619	(7/84)
93	Shreveport, LA	ATC	51,400	(12/83)
94	San Rafael/Marin County, CA	Viacom	50,900	(7/84)
95	Jackson, MS	ATC	50,700	(12/83)
96	Reading, PA	ATC	50,000	(12/83)
97	Albuquerque, NM	Tribune Cable	49,877	(7/84)
98	Winston-Salem, NC	Summit Communications	49,415	(7/84)
99	Lexington, KY	Telecable Corp	49,078	(6/84)
100	Birmingham, AL	ATC	48,000	(6/84)

Source Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

C8920-2

MANAGEMENT
Teamwork and motivation strategies

- Turner music net to 'go'; MTV fights back with pacts
- USCI, STC hammer out details of proposed merger
- NABU gets competition from former FNN chief
- Dean Waite to exit CTAM at year-end

CableVision

The news and features weekly of the cable television industry
September 10, 1984

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CableVision

Leading the week............13-20

Turner turns on music

Turner Broadcasting made it official last week, with its announcement that TBS would go ahead with its new music video service, due for an October launch. At the same time, MTV fought back with carriage contracts from the top two MSOs.

Cox cancels videotex

Cox Cable shelves its ambitious videotex plans by withdrawing from an interactive services project it began with New York's Chase Manhattan Bank nearly a year ago.

STC, USCI merge

Comsat and United Satellite Communications Inc. officials last week worked on the finishing touches for a proposal that would merge two fledgling direct-to-home television companies, Satellite Television Corp. and USCI. Officials said the deal, valued at $150 million, would make Comsat owner of roughly three-quarters of the new venture.

Waite for new job

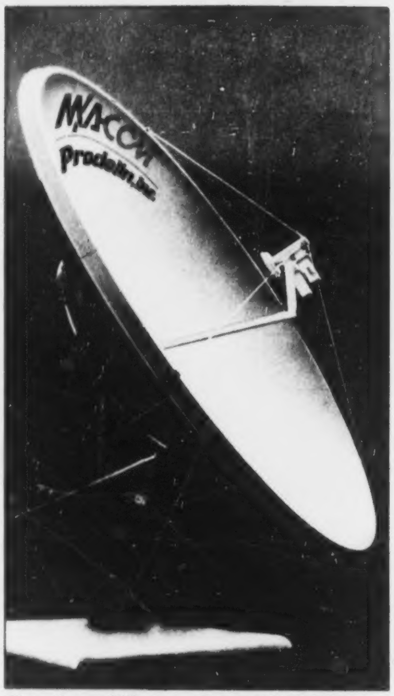
Dean Waite, Cable Television Administration and Marketing Society executive director, will not renew his contract with the trade organization when it expires in December. Waite said he never intended to make association work his career.

Confab kicks off

Several programming services, including Financial News Network and Black Entertainment Television, will be missing from the Eastern Show's exhibit floor when the annual convention begins Sept. 6 in Atlanta.

Wirth lambasts cablers

A Colorado mountain resort provided a stage for cable's favorite legislator, Tim Wirth, to take a swipe at industry tycoons for sabotaging H.R. 4103, while Denver's Bill Bradley—on the side of the cities—made a convincing plea for peace.



Showtime affiliates will use M/A-COM earth stations.

HBO scrambles

The long-awaited signal scrambling of Home Box Office and sister pay service, Cinemax, will start next March, after the Time Inc. division distributes some 10,000 descramblers to its affiliates. Showtime/The Movie Channel has an affiliate offer of its own under way featuring earth stations at a discount for systems without access to Galaxy I.

Taylor goes for data

Former FNN chief Glen Taylor believes that his new basic cable computer information channel will interest operators because of an added attraction: a downloaded pay TV data channel compatible with most home computers.

DBS needs target

Dominion Video President Robert Johnson sees specialized target markets such as Christian viewers as the key to success in the emerging direct broadcast satellite field. Johnson plans to launch his DBS service in 1987.

Sections

Programming 31

Associated Press and a Tribune Co. subsidiary will debut a new text-and-graphics information channel at the Eastern Show this week.

Marketing/Advertising 36

An enterprising professional karate promoter will take a championship contest to a network of 12 Denver-area cable systems covering 240,000 homes. Also, Prism, the Philadelphia-based regional movie and sports pay service, will launch its first national flight of trade advertising this week.

Business & Finance 61

A task force appointed by the city of Santa Monica has recommended vast changes in the community's cable television system, changes that directly challenge the way many operators run their businesses.

Management 71

The meaning of teamwork and the art of motivating employees were among the topics addressed in Jacqueline Walker's speech to cable operators in Colorado.

New Ventures..........................74

Gateway, a telephone-based videotex service, goes into commercial operation in Orange County, Calif., this month. The Times Mirror service will become the second consumer videotex service to be launched commercially in the U.S.

Government & Law 82

Is the Playboy Channel "indecent"? That's the question that the voters of one California town will decide at the polls this November.

About the cover

Artist Malcolm Farley's illustration sends greetings from the Eastern Show.

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terprises and The Washington Post Co., partners in Sports Channel New York and New England. The service is marketed and distributed by Rainbow Programming Services.

—Cecilia Capuzzi

Viewing of cable up, rivals broadcast totals

CAB also reports that cable viewing fluctuates less than broadcast

NEW YORK—Viewing of cable origination programming was up 34.6 percent in July over the same time last year in all cable households, while viewing of all cable programming options in pay television households—cable originated, superstations, and pay services—received a 47 share in total weekly minutes viewed. This number is two share points higher than broadcast affiliates' 45 share and represents the first time viewing of cable in pay TV households beat out viewing of affiliates, according to Richard Zackon, Cabletelevision Advertising Bureau vice president of research.

The information, based on A.C. Nielsen Co. measurements and prepared by CAB, represents a continuing trend in increased viewing of cable, Zackon said. "We haven't lost our momentum in growth," he commented.

Zackon said the July results also indicate cable, unlike broadcast television, does not undergo seasonal changes in audience viewing habits. "With broadcast, there are very real drops in (the) spring and summer," Zackon said. "You don't see that in cable." Viewing of cable is "relatively stable" throughout the year, Zackon said. That "predictability" is an opportunity for advertisers, in that they are able to count on consistent audience size, he added.

One downside to the July results, Zackon said, is a further decline in subscription to pay services. According to Nielsen's national sample, 56 percent of cable households subscribe to pay services as of July 1984, down from 59 percent in July 1983.

—Cecilia Capuzzi

Total Weekly Minutes Viewed per Household (24 hours)

	July 1984		July 1983		Difference (Minutes)	% Change
	Minutes	Share	Minutes	Share		
In all cable TV HH*						
Cable Origination	436	15	324	11	+ 112	+ 34.6
Superstations	298	10	248	9	+ 50	+ 20.2
Pay Service	407	14	400	14	+ 7	+ 1.8
Affiliates	1528	51	1549	54	− 21	− 1.4
Independents	397	13	433	15	− 36	− 8.3
Public	79	3	91	3	− 12	− 13.2
Total Usage	2978		2881		+ 97	+ 3.4

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If you want your advertising message to have visibility where it counts, contact your *CableVision* account executive today.

CableVision
The First and Last Word in Cable

*Source-Opinion Research Corporation. "Readership and Evaluation of CableVision and Other Cable Industry Publications." August, 1983.

CABLE STATS

Cable services subscriber count

Satellite-fed national service

Basic service	Affiliates	Subscribers	% change in subs from 6/30	
American Christian Television Systems (ACTS)	100	1,369,471	NA	
Arts & Entertainment	1,500	10,500,000	NC	
Black Entertainment Television (BET)	340	7,000,000	NA	
Cable News Network (CNN)	6,247	27,654,000	NC	
CNN Headline News	1,780	12,570,000	NC	
C-SPAN	1,500	18,000,000	NC	
CBN Cable Network	4,619	24,300,000	NC	
Country Music Television	225	4,600,000	NA	
Entertainment & Sports Programming Network (ESPN)	8,438	32,700,000	NA	
Eternal Word Television Network (EWTN)	165	2,410,000	NC	
Financial News Network (FNN)	1,000	17,000,000	NC	
The Learning Channel	530	4,762,840	NA	
Lifetime	1,992	20,425,569	NA	
Modern Satellite Network (MSN)	550	9,913,290	- 8	
Music Television (MTV)	2,470	21,800,000	NA	6/84
The Nashville Network	2,000	16,800,000	NA	
National Christian Network (NCN)	95	1,200,000	NC	
National Jewish Television (NJTV)	196	4,050,500	NA	5/84
Nickelodeon	3,250	21,100,000	NA	5/84
Prime of Life	NA	5,000,000	NA	5/84
PTL Satellite Network	1,034	10,100,000	NC	
Santa Fe Communications	26	524,723	NA	
Satellite Program Network (SPN)	509	11,664,183	NA	
Silent Network	240	6,800,000	NA	
SIN Television Network*	276	28,338,300	NC	
Trinity Broadcast Network	370	4,486,000	+3.2	
USA Network	4,000	25,000,000	NA	
The Weather Channel	1,260	12,800,000	NA	
WGN-TV	5,741	14,211,515	+1.7	
WOR-TV	1,066	4,800,018	NA	
WPIX-TV	152	885,000	NC	
WTBS-TV	7,798	31,600,000	NC	

Pay Service

Bravo	156	246,000	+4.4	
Cinemax	2,100	2,700,000	NC	
The Disney Channel	1,712	1,132,389	NA	
GalaVision	200	130,000	NC	
The Hi Life Channel	NA	NA	NA	
Home Box Office (HBO)	5,400	13,500,000	NC	
Home Theater Network (HTN)	400	275,000	NA	6/84
The Movie Channel	2,750	3,200,000	NA	6/84
The Playboy Channel	457	720,000	NA	6/84
The Pleasure Channel	6	12,000	NA	
Showtime	3,000	5,400,000	NA	6/84

Audio services

Cable Jazz Network	3	15,120	-161.00
Lifestyle	104	3,239,773	NA
Love Sounds	4	10,730	-2.5
Moody Bible Institute	34	535,879	NC
Nice and Easy	13	111,250	+53.0
Satellite Jazz Network	13	850,000	NC
Satellite Radio Network	50	403,000	NC
SCAN	34	173,000	NC
Star Ship Stereo	NA	NA	NA
WFMT, Chicago	154	989,029	+ 9

Text service

AP News Cable	400	4,700,000	NC
Dow Jones Cable News	175	2,240,000	+7.0
Electronic Program Guide (EPG)	165	3,276,189	+3.1
Genesis Storytime	13	159,000	-57.2
Reuters News View	350	4,100,000	NA
UPI Data Cable	450	NA	NA

Non-satellite-fed national service

Bicycled service

Fuji Network	7	3,833	+2.6	
Nippon Golden Network	5	8,105	NA	6/30
The Pleasure Channel	8	4,000	NA	
Vector Consumer News	12	300,000	NC	
Vector Consumer Shopping Guide	16	490,000	NC	

Regional entertainment service

Regional services	Affiliates	Subscribers	% change in subs from 6/30	
Atlanta Interfaith	7	130,000	+1.5	
Bay Area Religious Channel (BARC)	5	107,100	NC	
Buffalo Sabres Hockey	13	450,000	NA	
The Ecumenical Channel	5	92,000	NA	
Home Sports Entertainment—Houston/Dallas	57	48,000	NA	
Home Team Sports	15	20,000	NC	
KTVT	NA	NA	NA	
Life Newsvision	24	35,000	NA	5/84
Madison Square Garden	52	1,700,000	+1.5	
Meadows Racing Network	19	275,000	NA	
MetroChannel	1	112,000	+ 8	
New England Sports	NA	NA	NA	
Newsday Cable	1	232,000	NC	
PRISM-Philadelphia	89	369,500	- 1	
Pro-Am Sports	35	25,000	+20.3	
The Superchannel	13	22,000	NA	4/84
SportsChannel (New England)	47	55,000	NA	6/84
SportsChannel (New York)	39	370,000	NA	6/84
Sports Time	112	42,000	NC	
SportsVision	20	45,000	+8.8	
Sportsvue Cable Network	25	18,500	NC	
Texas Cable Network	12	730,000	+1.9	
Video Music Channel	30	300,000	NA	
Z-Channel	23	96,730	NA	

Announced services

Non-satellite-fed services	Expected Launch
The Games Network	Fall 1984

Regional service

Box Seat	TBA

Satellite-fed service

Almi Group Network	1st quarter 1985
The Aloha Network	TBA
American Movie Classics	10/84
AP News Plus	12/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Cableshop	1/85
Cabletix	TBA
Comedy Entertainment Network	TBA
Computer Satellite Network	1/85
Discovery Music Network	1/85
Kidvid Network	11/84
MTV Network Second Service	1/85
Magicable	1/85
Movie Time	1/85
NABU	2nd quarter 1985
The Nostalgia Channel	TBA
Pacific Cable	9/84
Professional Education Network	9/84
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	TBA
The Work Channel	TBA

Note: Subscriber and affiliate counts are as of 7/31/84 unless otherwise indicated
NA denotes not available
NC denotes no change
TBA denotes to be announced
* Total SIN reach Spanish-speaking households 3,490,300

Source Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc

National cable advertising

This chart lists national advertisers on the basic cable network during August 1984.

BET
Amtrax (R)
Anheuser-Busch (R)
AT&T (N)
Avon (R)
Carson Products (R)
CBS Records (N)
Coca-Cola (R)
Eastman Kodak (R)
Ford Division (R)
Home Box Office (R)
IBM (N)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
McDonald's (N)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears (R)
Showtime/TMC (N)
Thompson Medical (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Warner Bros. Inc. (R)
Westinghouse (N)
Wrigley's (R)

C-SPAN
AT&T (R)
DuPont (N)
General Motors (N)
IBM (R)
Merrill Lynch (R)

Dow Jones Cable News
Barron's (R)
Charles Schwab & Co. (R)
Wall Street Journal (R)

FNN
American Airlines (R)
Avis (R)
Buick (R)
Chicago Board of Trade (N)
Chrysler (R)
Ford Corp. (R)
GMAC (N)
Hyatt Hotel (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Micro Age (R)
Ramada Inn (R)
Shearson Lehman/American Express (R)

MSN
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television*
Bank Hapoalim (R)
Coleco (R)
Crazy Eddie Stores (R)
Goody Products (R)
Hertz (R)
Jerusalem Post (R)
Sheraton Hotels (R)

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

Weather Channel
American Home Products (R)
American Motors Corp. (R)
Anco Wiper Blades (R)
Armour Dial (R)
Borden (R)
California Tree Fruit Agreement (R)
Champion Spark Plugs (R)
Clorox (R)
Hyatt Hotels (R)
J.C. Penney (R)
Kraft Foods (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Prudential-Bache (R)
Ralston Purina (R)
Ramada Inns (N)
Sears Portrait (R)
Thomas J. Lipton (R)
3M (R)
United (R)
United Technologies (N)

R denotes renewal client
N denotes new client
*Listing is comprised of July advertisers
Source Advertising clients are provided by the programs services to Titsch Communications Inc

Economics of basic cable networking, 1983-1985

Network	Launch Date	Estimated/ Projected Breakeven	Profit/Loss (millions)			1983 Revenue (millions)			1984 Revenue (millions)			1985 Revenue (millions)		
			1983	1984	1985	Ad Revenue	Fee Income	Total Income	Ad Revenue	Fee Income	Total Income	Ad Revenue	Fee Income	Total Income
WTBS	12/76	Late 1981	$46.0	$65.0	$86.0	$134.0	–	$134.0	$158.0	–	$158.0	$180.0	–	$180.0
MTV	8/81	Early 1984	(5.0)	9.0	24.0	25.0	–	25.0	52.0	$10.0	62.0	83.0	$17.5	100.5
ESPN	9/79	Early 1986	(26.0)	(17.0)	(8.0)	42.0	$ 2.0	44.0	58.0	10.0	68.0	72.0	30.0	102.0
USA	9/80	Mid 1985	(12.0)	(5.0)	5.0	30.0	4.0	34.0	42.0	6.0	48.0	50.0	8.0	58.0
CNN (*)	6/80	Early 1985	(16.0)	(2.0)	10.0	40.0	30.0	70.0	52.0	40.0	92.0	64.0	50.0	114.0
NICK	4/79	Early 1984	(6.0)	1.0	5.0	.2	16.0	16.2	4.5	21.5	26.0	8.5	28.0	36.5
CBN	9/81	Late 1983	(4.0)	2.0	6.0	13.0	–	13.0	26.0	–	26.0	39.0	–	39.0
LIF (**)	2/84	Mid 1986	(15.0)	(15.0)	(6.0)	7.5	2.0	9.5	8.0	3.0	11.0	15.0	4.0	19.0
FNN	11/81	Mid 1985	(6.0)	-0-	4.0	4.0	–	4.0	11.0	–	11.0	14.0	–	14.0
SPN	1/79	Late 1982	1.5	3.5	6.0	1.5	4.0†	5.5	3.0	5.0†	8.0	5.0	6.0†	11.0
TWC	5/82	Mid 1985	(8.0)	(2.0)	1.0	2.5	3.5	6.0	5.0	5.0	10.0	8.0	6.0	14.0
TNN	3/83	Mid 1986	(16.0)	(9.0)	(2.0)	6.0	–	6.0	18.0	–	18.0	28.0	–	28.0
Totals			($66.5)	$30.5	$131.0	$305.7	$61.5	$367.2	$437.5	$100.5	$538.0	$566.5	$149.5	$716.0

* Includes CNN Headline, launched 1/82
** Formed 2/84 by merger of Daytime (launched 3/82) and Cable Health Network (6/82). 1983 results are composite for those svcs
† Represents compensation from programming barter income rather than from cable operators
Source Estimates of Paul Kagan Associates Inc., Carmel, CA © 1984 CABLE TV PROGRAMMING

PROGRAMMING
One system's local news show

- NCTA trys for consensus on House bill—again
- CAB study shows need for ratings numbers
- Klein leaves helm of HiLife Channel
- Eastern Show suffers low attendance

CableVision™

The news and features weekly of the cable television industry September 17, 1984

LO scores its ACEs

CableVision

Veteran entertainer E.G. Marshall hosted the NCTA's Awards for Cable Excellence (ACE) ceremony held Sept. 6 at Ford's Theatre in Washington, D.C. C-SPAN cablecast the program nationwide.

Leading the week.....11-17

NCTA-4103 struggle

National Cable Television Association board members met Sept. 6 to try to come to a consensus position regarding beleagured House bill 4103. In general, Chairman Ed Allen favors a move away from the board's stiff position taken at its July 15 meeting.

Racking up numbers

A recently released Cabletelevision Advertising Bureau study shows a need for the industry to provide more audience-information numbers in order to garner more Madison Avenue dollars.

Klein moves on

Paul Klein has resigned from the position of president at the HiLife Channel, but will continue working with the service as a program supplier, according to HiLife officials.

Eastern Show wrap

The Eastern Show, which opened Sept. 6 with fewer-than-expected attendees, is suffering some image problems, and Southern Cable Television Association President John Jerose hints that a different kind of show may be in the offing.

Detroit scalebacks

City officials worry that they may have to reopen the Detroit franchise to new bids in the wake of Barden Cablevision's request for scalebacks in its franchise proposal.

'Raiders' goes cable

Home Box Office/Cinemax and Showtime/The Movie Channel wrapped up license agreements with Paramount Pictures for the non-exclusive release of the blockbuster film *Raiders of the Lost Ark*.

Wis. Bell becomes op

The Federal Communications Commission has given Wisconsin Bell permission to construct and operate a cable television system in the non-rural Brookfield, Wis., area. Brookfield is a suburb of Milwaukee. The authorization is the first the Commission has granted since the breakup of AT&T.

Sections

Programming 24

Showtime places bets on two new, half-hour, made-for-cable comedy series scheduled to debut this fall.

Marketing/Advertising 26

Cable Networks Inc. commissioned Information & Analysis to develop market information about the New York cable subscriber. Among the findings: New York cablers are a predictably upscale bunch, but the documented findings make the cable sales pitch an easier task.

Management 32

United Cable's amnesty program scores a success in its Grand Junction, Colo., system.

Business & Finance 37

Storer Communications is looking to pull out of the red in 1985, while Media General hopes to better last year's results during the current operating year. Meanwhile, Burnup & Sims has moved into the black during the most recent quarter.

New Ventures 38

Cablevision Systems Development moves closer to major data communications operations in Boston.

Government & Law 39

The National Cable Television Association says that arguments made by the city of Miami and the National Federation of Local Cable Programmers in support of non-franchise fee payments from cable operators are groundless and that the FCC was right when it invalidated those fees in its so-called "Miami" decision.

About the cover

The National Cable Television Association's ACE Awards for local origination programming were awarded this past week in Washington, D.C.

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CABLE STATS

Film product comparison—September

Film	Pay Networks					Distributor
Airplane II: The Sequel	HBO	(ST)				Paramount
All the President's Men		ST			MAX	Warner Bros.
Angelo My Love				HTN		Film Gallery
Animal Crackers				HTN		Universal
Animal House	HBO*		TMC			Universal
Ball of Fire		ST				Goldwyn
Becket			TMC		(MAX)	Maljack
Beloved Infidel			(TMC)	HTN*	MAX	20th Century-Fox
Betrayal	HBO		(TMC)			20th Century-Fox
Big Fix, The				HTN	MAX	Universal
Big Mo			(TMC)	HTN		Wescom
Bitch, The		ST*				Telepictures
Black Emanuelle					MAX	20th Century-Fox
Black Rose, The				(HTN)	MAX	20th Century-Fox
Black Stallion Returns, The	(HBO)	ST*	(TMC)	(HTN)		MGM/UA
Blue Collar			TMC*			Universal
Breathless	HBO				(MAX)	Orion
Bridge on the River Kwai, The				(HTN)	MAX*	Columbia
Cold River				HTN	(MAX)	Simcom
Commancheros, The			(TMC)	HTN*	(MAX)	20th Century-Fox
Confessions of a Window Cleaner		ST				Columbia
Conspirator			TMC			MGM/UA
Cross Creek				HTN	MAX	Universal
Cujo	HBO	(ST)	(TMC)		(MAX)	Warner Bros
Curse of the Pink Panther, The	(HBO)	ST*		(HTN)		MGM/UA
David and Lisa			(TMC)		MAX	Alan Enterprises
Dead End		(ST)	TMC		(MAX)	Goldwyn
Deal of the Century	HBO	ST	TNC	HTN	MAX	Warner Bros
Don't Go Near the Water		ST				MGM/UA
Dr. Detroit	(HBO)	(ST)	TMC*		(MAX)	Universal
Dracula			TMC		MAX	Universal
Eating Raoul			TMC*		(MAX)	20th Century-Fox
Eddie Macon's Run	HBO	ST	TMC	HTN		Universal
8½					MAX	Corinth Films
Endless Love	HBO				MAX	Polygram
Everything You Always Wanted to Know About Sex		ST	(TMC)		(MAX)	MGM/UA
Fan, The			TMC*			Paramount
Final Option, The	HBO		TMC*			MGM/UA
Five Days One Summer		ST	TMC	HTN*	(MAX)	Warner Bros.
Forever Darling		ST				MGM/UA
Forced Vengeance			(TMC)		MAX	MGM/UA
Frances	(HBO)				MAX	AFD/EMI
French Postcards	HBO					Paramount
Friday the 13th Part 3	(HBO)	ST	(TMC)			Paramount
Friends for Life				HTN		Corinth
Friendly Persuasion					MAX	Lorimar
From the Terrace			TMC*	HTN*	(MAX)	20th Century-Fox
Funny Form			TMC			New World
Gandhi	HBO	ST	TMC	HTN	MAX	Columbia
Getting It On			TMC*			ComWorld
Gigot				(HTN)	MAX	20th Century-Fox
Gloria	(HBO)		TMC			Columbia
G'OLE!				HTN		20th Century-Fox
Goodbye Porkpie			TMC			Goldwyn
Gorilla	HBO					NGS
Greased Lightning			TMC*		(MAX)	Warner Bros.
Grease 2	(HBO)	ST				Paramount
Great Santini, The			TMC*	HTN		Warner Bros.
Great Whale, The	HBO					NGS
Groove Tube					MAX	Pickman Film Co.
Halloween III: Season of the Witch		(ST)	TMC			Universal
Hank Williams: The Show He Never Gave				HTN		Simcom
Happy Birthday To Me					MAX	Columbia
Heart Like A Wheel	(HBO)	(ST)	TMC*	(HTN)		20th Century-Fox
Hercules		ST	TMC			Viacom
Honkytonk Man	(HBO)		(TMC)	HTN*	(MAX)	Warner Bros.
H.O.T.S.		ST*			(MAX)	Blum
Hound of the Baskervilles, The			TMC		(MAX)	PSO
House of God, The			TMC*			20th Century-Fox
Humongous		(ST)			MAX	Embassy
Imitation General		ST				MGM/UA
Incredible Machine, The	HBO					NGS
Innocent, The				HTN	(MAX)	K-Pay
Island of Nevawuz		ST				Satori
It Came From Hollywood			TMC			Paramount
Jackpot			TMC*			20th Century-Fox
Jaws of Satan		ST*				MGM/UA
Jesse James				(HTN)	MAX	20th Century-Fox
Jinxed		(ST)	TMC		(MAX)	MGM/UA
Journey to the Center of the Earth				HTN*	(MAX)	20th Century-Fox
Just Tell Me What You Want					MAX*	Warner Bros.
Kentucky Fried Movie			TMC			UFD
King Kong		(ST)	TMC*		(MAX)	Paramount
King of the Mountain	HBO					Polygram
Knightriders		ST			MAX	UFD
Krull	HBO				(MAX)	Columbia
Ladies and Gentlemen The Fabulous Stains		ST				Paramount
Lady Without a Passport		ST				MGM/UA
Last Plane Out	HBO		TMC			New World
Last Tango In Paris			TMC*			MGM/UA
Little Detective, The		ST				Satori
Little Prince, The			TMC*			Paramount
Lonely Lady, The	(HBO)	ST*				Universal
Lookin' to Get Out		(ST)	TMC*			Lorimar
Losin' It					MAX	Embassy
Lost in Death Valley	HBO					Time Life Films
Love and Death			TMC*		(MAX)	MGM/UA
Love Trap		ST				Satori
Madame Bovary		ST				MGM/UA
Man, A Car, A Legend, A				HTN		Filmoption
Mandingo		ST				Paramount
Manhattan		ST*			(MAX)	MGM/UA
Man Who Wasn't There			TMC*			Paramount
Man With Two Brains, The			TMC			Paramount
Man, Woman and Child		(ST)	TMC			Paramount
Max Dugan Returns	(HBO)	(ST)	(TMC)	HTN*		20th Century-Fox
Melvin and Howard			TMC*			Universal
Monsignor	HBO	ST	(TMC)			20th Century-Fox
Moonlighting				HTN		Universal
Munster's Revenge				HTN*		Universal
My Bodyguard		ST*	(TMC)		(MAX)	Prime Time Ent.
My Fair Lady	(HBO)	ST	(TMC)	(HTN)		CBS
My Favorite Year	HBO	(ST)	TMC	(HTN)	(MAX)	MGM/UA
Nana		ST*			(MAX)	Goldwyn
Next One, The		ST	(TMC)	HTN		Wescom
Night of the Juggler	HBO				(MAX)	GCC Films
Nobody's Boy		ST				ATA Trading
North Dallas Forty	HBO		TMC			Paramount
O'Hara's Wife	(HBO)	ST	(TMC)	(HTN)		Albacore
Oliver Twist	HBO	(ST)				Warner Bros.
One Flew Over The Cuckoo's Nest		ST*				MGM/UA
On the Waterfront		(ST)	(TMC)	(HTN)	MAX*	Columbia
Paradise		ST				Embassy

Kelly Reno stars as a boy who travels halfway around the world to find his horse in 'The Black Stallion Returns.'

Film	Pay Networks					Distributor
Party, The			TMC			MGM/UA
Party Girl		ST				MGM/UA
Poney Soldier, The				HTN*	(MAX)	Universal
Popeye			TMC		(MAX)	Paramount
Prey, The		ST				New World
Prince Valiant			TMC	(HTN)	(MAX)	20th Century-Fox
Private School	HBO	ST	TMC			Universal
Prodigal, The		ST				MGM/UA
Professor Potter's Magic Potion		ST				Satori
Rachel, Rachel			TMC		MAX	Warner Bros.
Raggedy Man		(ST)	(TMC)	HTN	(MAX)	Universal
Reptiles and Amphibians	HBO					NGS
Romantic Comedy	HBO*	ST	TMC	HTN*	MAX	Warner Bros.
Second Thoughts					MAX	Universal
Sender, The			TMC*			Paramount
Showbiz Ballyhoo					MAX	TAD
Showbiz Goes to War					MAX	TAD
Silverdream Racer			TMC			Almi
Six Weeks	HBO				(MAX)	Polygram
Slapstick of Another Kind	HBO					S. Paul Co.
Slumber Party Massacre			TMC			Viacom
Smokey and the Bandit Part 3			TMC			Universal
Soldier, The					MAX	Embassy
Song of Bernadette				HTN*		20th Century-Fox
South Pacific			TMC		MAX	S. Goldwyn
Star Chamber, The	(HBO)	ST*				20th Century-Fox
Stardust Memories			TMC*		(MAX)	MGM/UA
Still of the Night	(HBO)	ST		HTN	(MAX)	MGM/UA
Strange Invaders	(HBO)			HTN		Warner Bros.
Streetcar Named Desire	HBO				(MAX)	MP & TF
Stroker Ace		(ST)	TMC	HTN*	(MAX)	Warner Bros.
Stud, The		ST				Telepictures
Superman III	(HBO)	(ST)	TMC*	(HTN)		Warner Bros.
Surfacing		ST				Shapiro
Swallows and Amazons		ST*				Viacom
Table for Five		ST	(TMC)	(HTN)	(MAX)	CBS
Tale of Two Cities		ST				20th Century-Fox
Tender is The Night			(TMC)	HTN*	(MAX)	20th Century-Fox
Tender Mercies	(HBO)			HTN		AFD-EMI
That Midnight Kiss		ST*				MGM/UA
They Call Me Bruce?		(ST)	TMC*			Film Ventures
Thieves Like Us			TMC			MGM/UA
Three Faces of Eve, The			TMC		(MAX)	20th Century-Fox
Ticket to Hollywood			TMC			Atlantic
To Begin Again				HTN		20th Century-Fox
Tomorrow				HTN		Castle Hill
Trail of the Pink Panther		(ST)	(TMC)	(HTN)	MAX	MGM/UA
Treasure of the Four Crowns					MAX	Cannon
Trenchcoat	HBO*					BV
Twilight Zone	(HBO)	(ST)	(TMC)	HTN*		Warner Bros.
Under Fire	HBO				MAX	Cannon
Valley Girl		ST			(MAX)	Atlantic
Verdict, The	HBO	ST	TMC*		(MAX)	20th Century-Fox
Victim					MAX	Janus
Water Babies, The	HBO					S. Goldwyn
Westward the Women		ST*				MGM/UA
Where the Buffalo Roam			TMC			Universal
Who's Afraid of Virginia Wolf?			TMC		MAX	Warner Bros.
Wild Pony, The	HBO		TMC			Film Gallery

Tom Selleck and Bess Armstrong share a high-flying adventure in 'High Road to China.'

Film	Pay Networks					Distributor
Won Ton Ton, The Dog Who Saved Hollywood			TMC			Paramount
World According to Garp, The	HBO	(ST)	(TMC)		(MAX)	Warner Bros.
Yes, Giorgio!					MAX	MGM/UA
Young Cassidy		ST				MGM/UA
Zapped!	HBO	(ST)				Embassy

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in April, May, June, July, August and/or September.
- An asterick indicates the film is a carry-over from April, May, June, July, August and/or September.
- In total, 188 films appear on the September schedules of HBO, Showtime, The Movie Channel, Home Theater Network, and Cinemax. Of those titles, during the last six months, four films have played on all five services, 21 films have played on four of the five services, 15 films on three services and 61 on two services. Eighty-seven were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 29, followed by 20th Century-Fox with 24 and Universal with 19.
- *Gandhi*, with Ben Kingsley, is featured on the program guide covers of Home Theater Network and Showtime. *Trading Places* with Eddie Murphy and Dan Akroyd is featured on the cover of the program guide of The Movie Channel.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11	Audubon, NJ	Independent	116,120	(7/64)
12	Tulsa, OK	United Cable	115,787	(6/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Baltimore County, MD	Comcast	107,900	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16	San Juan, PR	Harris Cable	105,719	(6/84)
17	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,371,000	(7/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)

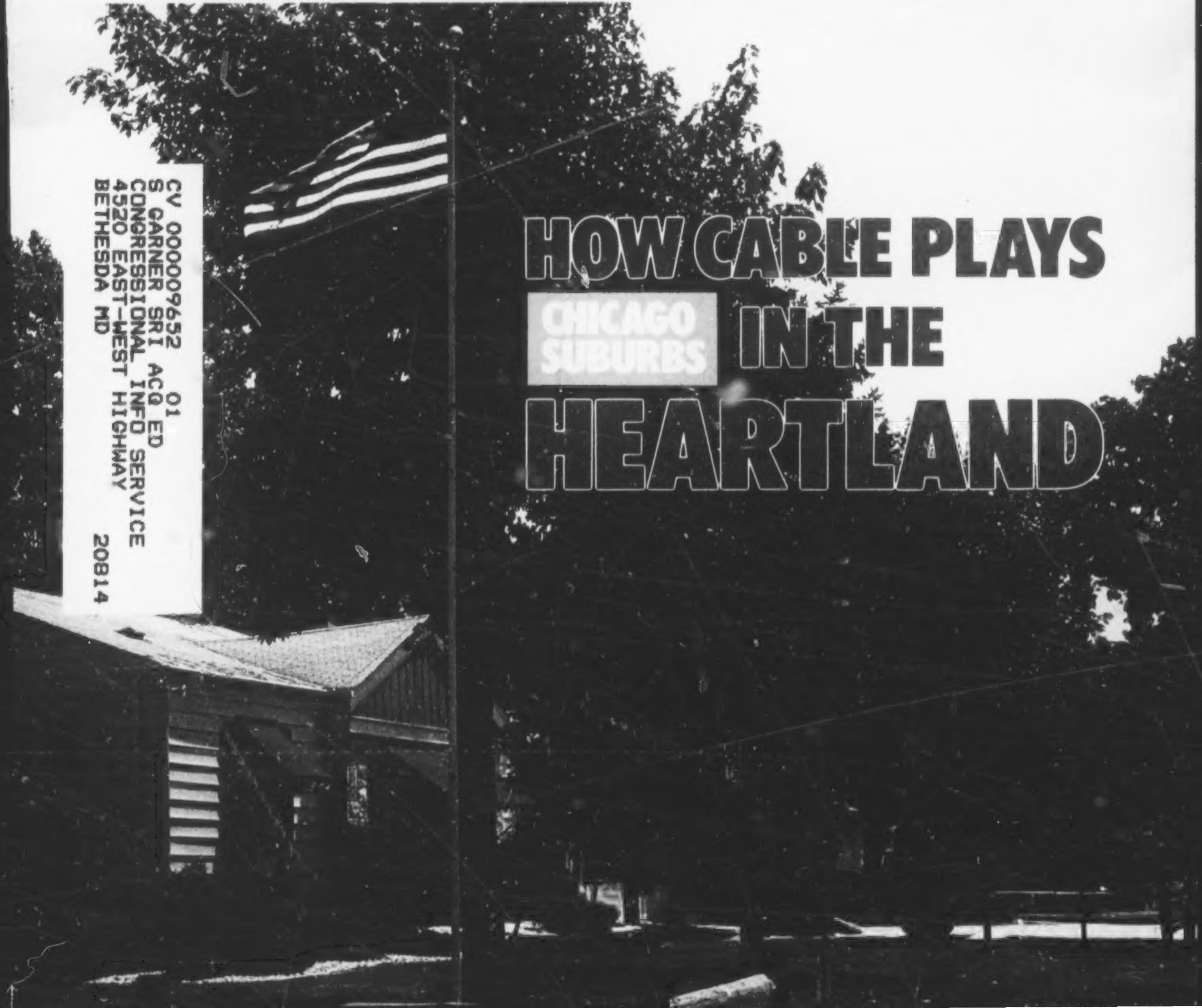
Source: Subscriber counts are provided by MSOs to Titsch Communications Inc.

PLUS
BUSINESS
Midwest cablers roundup

- Nabisco's ESPN buy may bring fresh programming
- C&P telco seeks FCC OK to begin D.C. build
- Turner reveals Cable Music Channel format
- Studio head resignations shake up Hollywood

CableVision™

The news and features weekly of the cable television industry
September 24, 1984



HOW CABLE PLAYS IN THE HEARTLAND

CHICAGO SUBURBS

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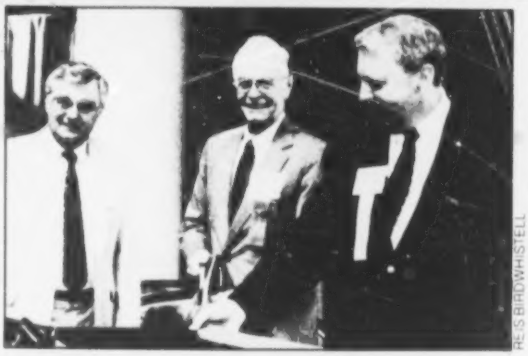

REIS BIRDWHISTELL

Opening day at the recent Eastern Show held in Atlanta, Ga., included a ribbon-cutting ceremony. John Jerose (left), 1984 SCTA president, and Frank Hamilton (right), 1984 SCTA associates' director, look on as Lew Davenport (center), honorary convention chairman, does the honors. (See page 28 for story on Eastern Show activities.)

Leading the week............13-20

Nabisco takes stock

Already a 50 percent owner in Ohlmeyer Communications, last week Nabisco became a 20 percent stockholder in Entertainment and Sports Programming Network. On the heels of the purchase agreement came an antitrust lawsuit against ESPN over the issue of college football contracts.

C&P wants FCC nod

The Chesapeake & Potomac Telephone Co. last week asked the Federal Communications Commission for permission to approve its plan to build Washington's long-delayed cable system. The telco plan is the third major request lodged by a local telephone company entering the cable construction business since the divestiture of AT&T.

Hollywood shake-up

Resignations emptied the executive suites at Disney, 20th Century-Fox, and Paramount. Repercussions include changes at many levels, but side-effects for the cable industry are uncertain.

SPN overhauls

Satellite Program Network will become a per-sub charging basic service next January, at the same time undertaking a major programming overhaul and switching satellites from Satcom IV to Satcom III-R.

NCTA revamps support

The board of directors of the National Cable Television Association agreed to reaffirm its support for cable legislation in this Congress, and in doing so, handed its lobbyists some degree of bargaining room away from the hard-line position it took at its previous meeting July 16.

CMC works out kinks

With a launch date a little more than a month away, Turner's Cable Music Channel is working out the kinks and preparing for the Oct. 26 premiere. Last week, CMC provided further elaboration on its format, with rumors that Paramount Pictures may be its first committed advertiser.

CBS is cable hungry

Don't count CBS out of the cable world just yet. Although the broadcasting giant was burned a few years ago by an unsuccessful attempt at the industry, it's gearing up for more ventures into the many facets of cable television.

Southern ops scramble

Southern cable operators took the lead earlier this month in a matter affecting cable systems nationwide, when they voted at the Eastern Show to urge all programmers to expedite plans to scramble their signals. They formed a committee to work with the programming services to achieve just that.

Detroit saga continues

Detroit City Council is still in a turmoil over Barden Cablevision's proposed scalebacks. Their ire has been turned on the city's Cable Communications Commission, which officials accuse of ignoring their questions and concerns.

Sections

Programming........................26

While theatrical features are at the heart of HBO, research reveals that the non-theatrical Big Events are also important to subscribers. Reviewer Robert DiMatteo wipes away a tear for The Disney Channel's newest film.

Marketing/Advertising...........28

Eastern Show attendees examined methods to increase penetration, revenues, and pay-to-basic ratios through customer service and marketing techniques. Also, ESPN, WTBS, and USA Network report ad sales for fall football coverage are going well.

Business & Finance................39

Associate Editor Louis Chunovic reports that Storer Cable is checking into the hotel cable market. Jeffrey Norman, Storer's director of commercial sales, sees a "multi-billion dollar business" in hotel wiring.

Government & Law.................44

Ted Turner testified before the Senate Judiciary Committee last week, arguing in favor of broadcast ownership limits and against the FCC's move to increase the limit to 12 AM, 12 FM, and 12 VHF stations.

About the cover

Editor Victoria Gits found this idyllic, typical neighborhood in one of the Chicago suburbs she visited for this week's *Plus* article on wiring the heartland.

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CABLE STATS

Percent of Systems by Channel Capacity*

Number of Channels	Percent of Systems		Percent of Basic Subs	
	1983	1984	1983	1984
0 - 6	1.1%	0.9%	0.1%	0.1%
7 - 12	36.9	35.1	15.9	11.8
13 - 21	22.6	21.7	18.0	14.4
22 - 35	27.8	29.2	47.5	48.2
36 - 53	8.8	9.7	12.8	16.5
54 +	2.9	3.5	5.7	9.0

*As of May 31, 1984

Source: International Communications Research, Information Division (a subsidiary of International Thomson Business Press)

Percent of Systems by Subscriber Size*

Number of Subscribers	1983	1984
0 - 1,000	44.2%	44.3%
1,001 - 5,000	33.8	33.2
5,001 - 10,000	10.3	9.8
10,001 - 20,000	6.6	6.8
20,001 - 50,000	4.1	4.4
50,001 +	1.0	1.5

*As of May 31, 1984

Source: International Communications Research, Information Division (a subsidiary of International Thomson Business Press)

Franchising calendar

This chart examines the franchise status of communities since August 1984.

Arizona

Apache Junction—award to Dowden Communications 4/5/84 (6,837 homes).
Gilbert—award to Masada Corp. 8/14/84 (3,000 homes).

California

Avalon—award to Catalina Cable TV 4/3/84 (1,500 homes).
Chino—negotiating with Buena Vision (12,000 homes).
Claremont—Group W withdrew proposal (9,800 homes.)
Commerce—proposals from Buena Vision and Falcon Communications (3,000 homes).
Costa Mesa—award to Copley-Colony Cablevision 3/5/84 (32,637 homes).
Duarte—lease agreement reached with KTS Corp. for operation of city-owned system 8/15/84 (7,100 homes)
East Yolo—proposals from Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes).
La Puente—negotiating with United Cable (8,600 homes).
Los Altos—negotiating wih United Cable TV (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op and City Cable Partners (22,000 homes).
Pico Rivera—award to Rogers California Cable System 4/2/84 (15.500 homes).
Placentia—award to Group W 2/7/84 (1,200 homes).
San Gabriel—award to Falcon Communications 3/20/84 (11,600 homes).
South Monrovia—proposals received from Falcon Communications and Acton Corp. (5,400 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Illinois

Chicago—Area I negotiating with Communications and Cable (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (6,000 homes); Area V to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—awaiting analysis report from consultant for proposals from Multimedia, Continental, and Metrovision Inc. (9,500 homes).
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Villa Park—award to Multimedia 3/19/84 (7,100 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—research to determine sufficient interest to get cable.
Woodbridge—negotiating with Multimedia (260 homes).

Kentucky

Calloway County—award to Bluegrass 5/8/84.
Fulton—negotiating with TCI (2,400 homes).
Loretto—no response to RFP.

Massachusetts

Belchertown—no response to RFP.
Belmont—municipal ownership approved by general court, preparing proposal (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—awaiting amended applications from Nashoba and Adams-Russell (3,100 homes).
Cambridge—public referendum on municipal ownership passed, RFP issued 6/84 (43,000 homes).
East Bridgewater—reviewing proposals submitted by Campbell and Continental (2,500 homes).
Groton—reviewing proposals submitted by Nashoba, Northeast Cable TV, and United Cable (2,000 homes).
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—reviewing proposals from Adams-Russell, New Communications Corp., and Telecommunications Inc. (1,700 homes).
Marblehead—proposals received from Adams-Russell, Continental Cablevision, and Nashoba.
Mec[illegible]viewing proposal submitted by Massachusetts Cablevision Systems [illegible]00).
Mendon—provisional license award to Massachusetts Cablevision Systems Inc. 8/84 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—reviewing proposal from Warner Amex (1,433 homes).
Norfolk—award to Massachusetts Cable 4/2/84 (1,890 homes).
Plympton—award to Campbell Communications 2/13/84 (650 homes).
Sandwich—proposal received from Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—reviewing amended proposals from United Cablevision and Nashoba (1,827 homes).
Southborough—provisional license to Greater Worcester.
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Upton—award to Worster Cablevision Inc. 4/9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Homer Township—starting franchise process (800 homes).
Lake Orion, Orion Township—negotiating with Tribune United (7,800 homes).
West Broomfield, Keego Harbor, Orchard Lake, Sylva Lake—award to Continental Cablevision 5/21/84 (16,437 homes).
Westland—award to Continental Cablevision 2/84 (29,000 homes).

Minnesota

Adams, Taopi, Rose Creek—award to Dowden Communications 4/84 (480 homes).
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—award to Telephone and Data Systems 1/13/84 (637 homes).
Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Avon—award to WesTel Inc. 2/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dowden Communications Inc. 8/84 (975 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—negotiating with Rite Cable 7/18/84 (10,200 homes).
Boyd—municipal ownership approved 1/84 (140 homes).
Cannon Falls—negotiating with Communications Systems Inc. (1,060 homes).
Chanhassen, Carver County, and Hennepin County—award to Dowden Communications 1/5/84.
Claremont—award to WesTel Inc. 2/84 (225 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).

Ellendale, Geneva—award to WesTel Inc. 3/84 (380 homes).
Elizabeth—award to M & E Cable TV 1/84 (90 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—negotiating with Individual Satellite Systems (260 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).
Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Kimball—award to WesTel Inc. 5/84 (250 homes).
LeCenter—award to WesTel Inc. 4/84 (825 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—negotiating with Dowden Communications (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—negotiating with Dowden Communications (480 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Norwood, Young America, Hamburg—award to WesTel Inc. 5/84 (1,100 homes).
Onamia—award to WesTel Inc. 5/84 (300 homes).
Oslo—award to Oslo Cable 4/84 (170 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
Royalton—award to WesTel Inc. 4/84 (270 homes).
Sacred Heart—award to WesTel Inc. 4/84 (300 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—award to Continental appealed before Minnesota Supreme Court (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—drafting RFP (272 homes).
Shelly—award to Ada Cable Association 4/84 (130 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—proposals from Rite Cable Co., Dow-Sat Inc., Valley View, WesTel Inc. (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—plans municipal ownership (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Jersey

Jersey City—administrative hearing to be held 9/84 regarding franchise process.
Patterson—plans municipal ownership; waiting for city council approval; RFP issued (55,000 homes).

New York

Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes).
Mt. Upton—NewChannels denied award; future uncertain.
North Salem—proposal from Community Cable Services (1,100 homes).
Norwich—NewChannels withdrew application; exploring other alternatives (100 homes).
Portland—ended negotiations with Tribune Cable and again accepting proposals (150 homes).
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes).

North Carolina

Camden County—award to Cable East 5/7/84.
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—municipal ownership under consideration.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Amity—award to Eagle Cable Systems Inc. 1/9/84 (800 homes).
Dunthorpe—TCI withdrew proposal 6/20/84; reissued RFP (507 homes).
Sylvan—TCI withdrew proposal 6/20/84; reissued RFP for bids due no later than 10/10/84.

Pennsylvania

Philadelphia—city is divided into four areas; Area I, proposals from Greater Philadelphia Cablevision and Independent Cable of Philadelphia; Area II, proposals from Philadelphia Inner City Cable System and Wade Communications; Area III, proposals from Cablevision of Philadelphia and Rollins (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas

Azle—award to Teltran 4/3/84 (2,200 homes).

Virginia

Berryville/Clarke County—award to Berryville TV Cable Co. 4/17/84 (600 homes).
Manassas—considering municipal ownership of cable (5,510 homes).
Suffolk—award to Suffolk Cable Communicaions 2/1/84 (16,697 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Wyoming

Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes).

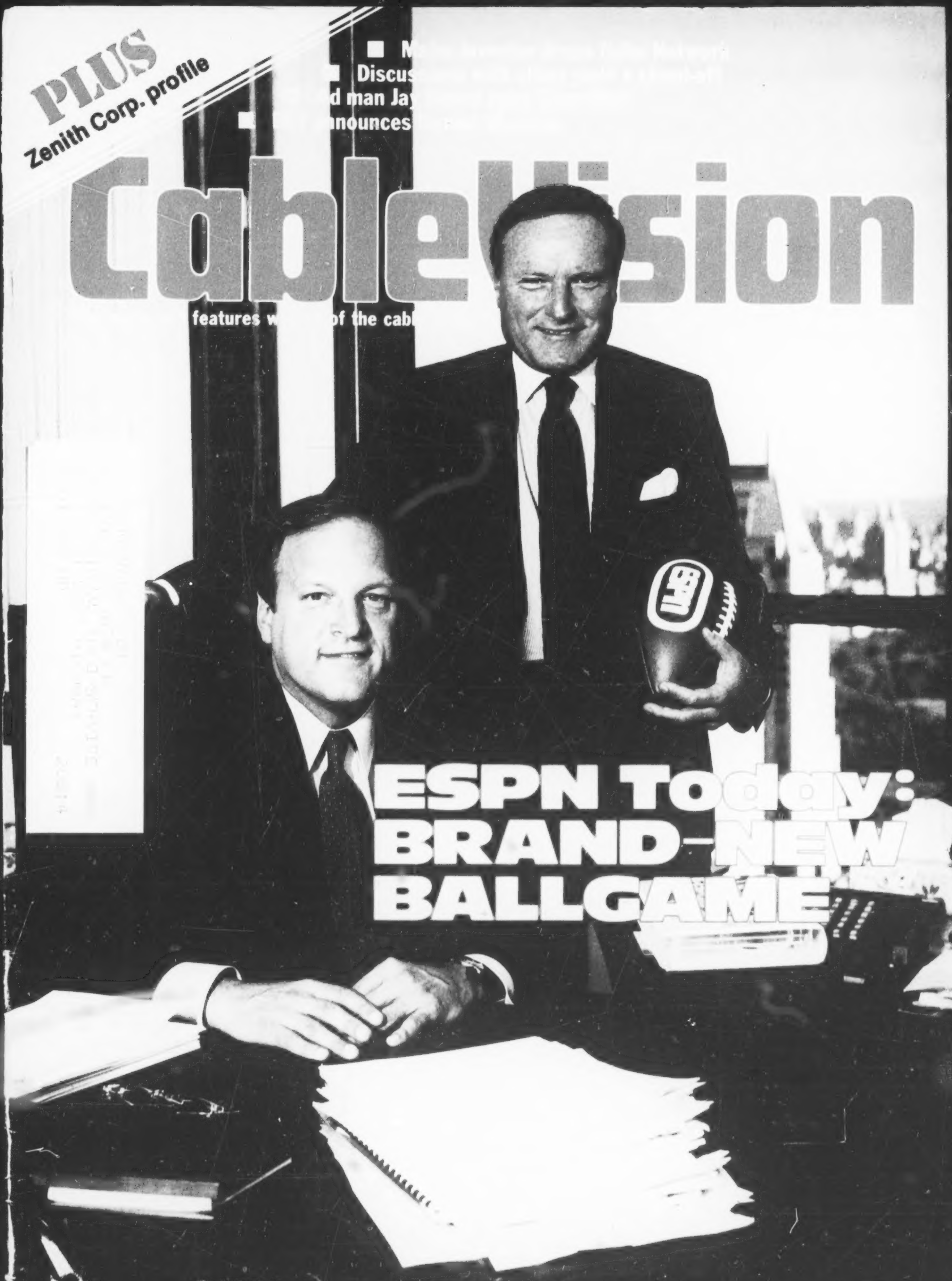
Source Titsch Communications Inc

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n) 10-OP, 2-UC, 2-FG
3	Chicago	City is divided into five areas: Area I-FP, Areas II, III, IV, V-FG
4	Philadelphia	City is divided into N, S, E, W-FP, additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FG
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP), Tacoma-OP
15	Minneapolis/St. Paul	OP/FG
16	Atlanta	OP
17	St. Louis	FG
18	Tampa/St. Petersburg	UC/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
UC—under construction
FG—preliminary franchise award
FP—franchise pending
RP—request for proposal issued
BP—beginning process

Source Titsch Communications Inc



PLUS
Zenith Corp. profile

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CableVision

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ESPN Today: BRAND-NEW BALLGAME

CableVision

Floye Hewatt, operations manager for Gwinnett Cable (Wometco) in Atlanta, speaking with David Horowitz, president and chief executive officer of MTV Networks Inc., after winning a trip to New York to attend the First Annual MTV Video Awards held at Radio City Music Hall Sept. 14.

Leading the week............11-19

Nabu loses backers

Nabu Network found itself scrambling last week after its main financial source suddenly decided to cancel a much-needed $2 million capital infusion that was slated for the fourth quarter. Nabu President Tom Wheeler hopes to regroup and keep the network going.

NCTA, cities struggle

The National Cable Television Association and city representatives failed to arrive at a compromise on rate regulation at a five-hour meeting last week. "Good progress" was made, however, on non-rate control issues.

Lewine at SCCA

David Lewine, senior vice president and director of Playboy Home Video and Pay TV, told members of the Southern California Cable Association that the current boom in videocassette sales is at least partly due to errors made by the cable industry.

DMN sues MTV

Glen Taylor's Discovery Music Network sued MTV Networks last week. The company alleged that MTV's exclusive contracts with record companies ultimately threatened the survival of Discovery's new music channel.

MTV awards spectacular

Thousands attended gala event celebrating the best of music video. Jackson and Hancock are big winners.

Jacobs has designs on Disney

Minneapolis investor Irwin Jacobs threatens to take over Disney Productions. He already owns 7.7 percent of the company's shares.

James joins Showtime

Appointment of Jay James to key post at Showtime indicates intensified search for opportunities in pay-per-view and DBS. James comes from Doyle Dane Bernbach Advertising agency.

TCI-Pitt pending

Tele-Communications Inc. has submitted a new proposal to Pittsburgh city officials in hopes of winning approval to take over the city's financially ailing cable system from Warner Amex. TCI has offered Warner Amex $93.4 million for the operation, but the Denver-based MSO needs a municipal OK to transfer the franchise.

USA boosts fees

USA Network notifies operators that it's raising per-sub fees 1.5 cents to a top charge of 8.5 cents, starting Jan. 1. Network officials call it the first across-the-board increase in the service's history.

Disney trims 'fat'

The Disney Channel reduced its work force and its original programming budget last week. The company emphasized that the moves were normal budget re-evaluations.

Sections

Programming........................24

An increase in sports journalism and information programming is the new priority at Entertainment and Sports Programming Network, which starts its sixth year this month with ABC Video Enterprises and Nabisco Brands as new corporate parents.

Marketing/Advertising...........28

United Cable Television Corp. is conducting three separate demographic segmentation studies, which officials hope will assist operators in targeting the most saleable non-subs and presenting those potential subscribers with information and services tailored to their needs.

Business & Finance...............34

After undergoing a leveraged buyout earlier this month, Harte-Hanks Communications shed its nine radio stations last week. But officials at the company say they plan to maintain their presence in cable because of what they see as the industry's good long-term prospects.

Government & Law.................36

Embattled cable operator RVS Cablevision Corp., which is defending its right to operate a system in Brookfield, Wis., on many fronts, has opposed an FCC order granting the local telco permission to build the system. While arguing that Brookfield Mayor William Mitchell may have improperly contacted FCC officials during consideration of the matter, RVS claims the FCC decision is a serious threat to the future of the cable business.

About the cover

Bill Grimes (seated), president of ESPN, and Herb Granath, president of ABC Video Enterprises. Story in *Programming*, page 24. Photo by Steve Fenn/ABC.

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CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1984
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
*Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (East)	12
(West)	10
Sports Time Cable Network	4
Starship Stereo	6
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Movie Classics	2
Biznet (Viacom)	15
Bravo (ESPN)	2
Satellite Jazz Network, KKGO-FM	17
National Christian Network	7
Playboy Channel	4
Santa Fe Communications	23
SCAN	3
SPN	3
SportsVision	9
Starship Stereo	3
Trinity Broadcasting Network	17
WPIX	19

Westar III (Western Union)	**Transponder**
AP News Plus	1
AP News Cable	1

Westar IV (Western Union)*	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X,7D
Bonneville Satellite	3D,12X
Cable News Network News Feeds	8X
Hughes Television Network	1X,2X,7X
Wold Communications	6D,9X,10D

Westar V (Western Union)	**Transponder**
American Christian Television	2X
The Nashville Network	9D
HiLife Channel	10X
The Pleasure Channel	11X
Meadows Racing Network	11X
Pro-Am Sports	7X
Sportsvue Network	4X

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ON TV	5V,6V
The Silent Network	9H

Spacenet I (GTE)	**Transponder**
Bonneville	8
Hospital Satellite Network	2
Landmark	(Lower half) 16 (72 MHz C-band)

* September listing

Note: A company name in parentheses following a service or network designates the transponder owner.

Source: Titsch Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,371,000	(7/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)
21	General Electric Cablevision	325,056	(7/84)
22	Wometco Cable TV	295,247	(7/84)
23	Century Communications	285,000	(7/84)
24	Tele-Media	277,450	(12/83)
25	Prime Cable	272,788	(6/84)
26	Daniels and Associates	262,062	(7/84)
27	Multimedia Cablevision	257,741	(7/84)
28	Centel Cable Television	248,751	(7/84)
29	TCA Group	245,056	(7/84)
30	MacLean Hunter	234,327	(7/84)
31	American Cablesystems	199,934	(6/84)
32	Scripps-Howard	199,466	(7/84)
33	Service Electric Cable TV	189,500	(4/84)
34	Colony Communications	187,116	(7/84)
35	Adelphia Communications	186,870	(7/84)
36	Cable Vision Industries	182,954	(7/84)
37	TeleScripps Cable	181,182	(7/84)
38	Rollins Cableview	178,638	(7/84)
39	Communications Service	175,000	(9/83)
40	Cablentertainment	170,815	(6/84)
41	Tribune Cable Communications	169,391	(7/84)
42	Western Communications	148,323	(7/84)
43	Harte Hanks Communications	146,294	(7/84)
44	McDonald Group	139,585	(6/83)
45	Adams-Russell Communications	130,539	(7/84)
46	Harron Communications	129,866	(7/84)
47	Midcontinent Cable Systems	126,881	(6/84)
48	McCaw Communications	120,093	(7/84)
49	Midwest Video	118,102	(9/83)
50	Sutton Capital	117,204	(6/84)
51	Buckeye Cablevision	116,379	(7/84)
52	Falcon Communications	112,000	(7/84)
53	Televents	108,772	(7/84)
54	Armstrong Utilities	105,945	(7/84)
55	Harris Cable	105,719	(6/84)
56	Communications Systems	94,655	(4/84)
57	Lenfest Group	90,278	(6/84)
58	Summit Communications	90,019	(7/84)
59	Greater Media	88,120	(6/84)
60	Multi-Channel TV Cable	87,755	(4/84)
61	U S Cable	85,500	(6/84)
62	McClatchy Newspapers	82,733	(7/84)
63	King Videocable	81,074	(7/84)
64	The Essex Group	79,884	(7/84)
65	National Telecommunications	76,450	(3/84)
66	Perry Cable TV	75,820	(7/84)
67	Palmer Communications	75,644	(7/84)
68	Acton	74,177	(7/84)
69	WEHCO Video	74,200	(7/84)
70	Ultracom	73,926	(7/84)
71	Omega Communications	68,000	(4/84)
72	Susquehanna Broadcasting	67,602	(7/84)
73	Cable Management Associates	65,500	(7/84)
74	Sonic Cabe	64,522	(7/84)
75	Pencor Services	63,450	(5/84)
76	Booth Communications	63,184	(7/84)
77	Wabash Cablevision	61,500	(7/84)
78	Omni Cable TV	55,659	(7/84)
79	Selkirk Communications	53,600	(7/84)
80	Marsh Media	53,224	(7/84)
81	The Daily Press	52,000	(6/84)
82	Simmons Communications	47,406	(7/84)
83	United Video Management	47,333	(7/84)
84	Wisconsin Cablevision and Radio	46,449	(7/84)
85	Matrix Enterprises	45,339	(7/84)
86	Helicon	42,699	(7/84)
87	Cencom Cable Associates	41,434	(7/84)
88	Chambers Communications	41,236	(7/84)
89	Donrey Cablevision	40,523	(5/84)
90	Whitney Communications	40,504	(7/84)
91	Combined Cable	40,051	(7/84)
92	Joseph Gans	39,927	(4/84)
93	Marcus Communications	37,495	(7/84)
94	New England Cablevision	36,858	(7/84)
95	Masada	36,323	(7/84)
96	National Cablesystems	35,704	(7/84)
97	Multivision Group	34,544	(7/84)
98	Cable Holdings	33,711	(6/84)
99	First Carolina Communications	33,274	(7/84)
100	Star CATV Investment	32,092	(7/84)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11	Audubon, NJ	Independent	116,120	(7/84)
12	Tulsa, OK	United Cable	115,787	(6/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Baltimore County, MD	Comcast	107,900	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16	San Juan, PR	Harris Cable	105,719	(6/84)
17	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Jacksonville, FL	Continental	98,177	(7/84)
22	Honolulu, HI	ATC	97,100	(7/84)
23	Seattle, WA	Group W Cable	96,500	(7/84)
24	Toledo, OH	Buckey Cablevision	96,087	(7/84)
25	Central Islip (Long Island), NY	Viacom Cablevision	95,000	(6/84)
26	Memphis, TN	ATC	94,300	(12/83)
27	Jefferson Parish/Kenner, LA	Cox Cable	93,005	(7/84)
28	Manhattan, NY	Group W Cable	92,150	(7/84)
29	San Francisco, CA	Viacom Cablevision	86,700	(6/84)
30	Dallas, TX	Warner Amex	83,240	(7/84)
31	Wilmington, DE	Rollins Cableview	81,800	(7/84)
32	Grand Rapids, MI	General Electric	80,685	(7/84)
33	Wichita, KS	Multimedia Cablevision	80,158	(7/84)
34	San Diego, CA	ATC	78,900	(12/83)
35	Seattle, WA	Viacom Cablevision	78,000	(6/84)
36	Phoenix, AZ	Times Mirror	75,761	(6/84)
37	Los Angeles, CA	Falcon Communications	75,000	(7/84)
38	Flint, MI	Comcast Cable	74,500	(6/84)
39	New Orleans, LA	Cox Cable	73,919	(7/84)
40	Pittsburgh, PA	Warner Amex	73,835	(7/84)
41	Louisville, KY	Times Mirror	65,952	(6/84)
42	South Bend, IN	Heritage	67,223	(6/84)
43	Broward County, FL	Storer Cable	67,034	(6/84)
44	Tacoma, WA	Independent	66,113	(5/84)
45	Richmond/Henrico County, VA	Continental Cable	66,000	(6/84)
46	Omaha, NE	Cox Cable	65,370	(7/84)
47	Baton Rouge, LA	Daniels & Associates	64,989	(6/84)
48	South Texas, TX	Heritage	64,629	(6/84)
49	Charlotte, NC	ATC	64,600	(12/83)
50	Santa Monica, CA	Group W Cable	64,600	(7/84)
51	Cleveland Heights, OH	Viacom	64,000	(6/84)
52	Jefferson County, KY	Storer	63,845	(6/84)
53	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
54	Columbus, OH	Warner Amex	62,119	(4/84)
55	Buffalo, NY	TCI	61,000	(3/84)
56	Akron, OH	Warner Amex	60,772	(4/84)
57	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
58	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
59	St. Petersburg, FL	Group W Cable	60,300	(7/84)
60	Clearwater, FL	Newhouse	60,000	(7/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Kansas City, MO	ATC	59,100	(12/83)
63	El Paso, TX	Group W Cable	58,600	(7/84)
64	Syracuse Suburbs, NY	New Channels	58,528	(7/84)
65	Las Vegas, NV	Times Mirror	58,448	(6/84)
66	Monterey, CA	Western	58,363	(7/84)
67	Santa Barbara, CA	Cox Cable	58,292	(7/84)
68	Snohomish County, WA	Viacom	58,000	(6/84)
69	Chicago Suburbs (Oak Park), IL	Cablevision System	57,000	(7/84)
70	Harrisburg, PA	Sammons Communications	57,000	(5/84)
71	Sarasota, FL	Storer Cable	56,913	(6/84)
72	Hartford, CT	Times Mirror	56,794	(7/84)
73	Nashville, TN	Viacom	56,000	(6/84)
74	Des Moines, IA	Heritage	55,525	(6/84)
75	Knoxsville, TN	TeleScripps Cable	55,377	(7/84)
76	Madison, WI	Midcontinent Cable/TCI	55,375	(7/84)
77	Allentown, PA	Independent	55,000	(3/84)
78	New Haven, CT	Storer Cable	54,762	(6/84)
79	Boston, MA	Cablevision	54,520	(7/84)
80	Binghamton, NY	New Channels	54,334	(7/84)
81	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	54,000	(7/84)
82	Albany, GA	Storer Cable	53,782	(6/84)
83	Columbus, OH	Coaxial Communications	53,424	(7/84)
84	Chattanooga, TN	TeleScripps Cable	53,202	(7/84)
85	Worcester (Leicester), MA	Greater Media	53,139	(6/84)
86	Charleston, SC	Storer	53,002	(6/84)
87	Westchester County (New Rochelle), NY	UA Cablesystems	52,800	(7/84)
88	Port Arthur, TX	TCI	52,470	(12/83)
89	Canton, OH	Warner Amex	52,367	(4/84)
90	Oklahoma City, OK	Cox Cable	52,089	(7/84)
91	Escondido/San Diego, CA	Times Mirror	51,978	(7/84)
92	New Britian, CT	United Cable	51,619	(7/84)
93	Shreveport, LA	ATC	51,400	(12/83)
94	San Rafael/Marin County, CA	Viacom	50,900	(7/84)
95	Jackson, MS	ATC	50,700	(12/83)
96	Reading, PA	ATC	50,000	(12/83)
97	Albuquerque, NM	Tribune Cable	49,877	(7/84)
98	Winston-Salem, NC	Summit Communications	49,415	(7/84)
99	Lexington, KY	Telecable Corp	49,078	(6/84)
100	Birmingham, AL	ATC	48,000	(6/84)

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc

PLUS
C-SPAN Update

- Compromise on cable bill reached
- TCI and Telecrafter launch teletext experiment
- Home Box Office hikes rates
- HBO trades transponder for equity in BET

CableVision™

The news and features weekly of the cable television industry
October 8, 1984

On the road with C-SPAN's Brian Lamb

CV 0000009652 01
S GARNER SRI ACQ ED
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

CableVision

Leading the week............11-18

Cablenet to dereg its basic rates

Faced with the need to cut costs, the Northwest Municipal Conference recommended that Chicago-area Cablenet be allowed to deregulate its basic rates but stopped short of granting the company's request for service cuts.

NCTA/cities agree

NCTA and city officials have agreed to a compromise on rate regulation, ending a deadlock and ensuring passage of federal cable legislation in this congressional session. While both negotiating sides expressed pleasure with the accord, support within the cable industry was far from unanimous. House action is expected this week.

New pact for Gill/CNN

Gillcable will continue to offer CNN to its subscribers under a new three-year contract. The pact was the result of an out-of-court settlement of a suit in which Gill alleged that Turner had bundled CNN and WTBS.

Disney has new chiefs

Going outside of the company for the first time, two top Hollywood studio executives have been hired to head Walt Disney Productions. The appointments are expected to bring a major recommitment to motion pictures, broadcasting, and cable.

DataCable faces test

DataCable, a proposed national personal computer data service 50 percent-owned by Tele-Communications Inc., will get a marketing test next month at the top-ranked MSO's Boulder, Colo., system.

Minorities gain ground

The 1984 Minority Business Symposium took place in Washington, D.C., last week and over 100 attendees heard the message that minority growth within the cable business is slow, but that opportunities are available. Two key legislators, Rep. Parren Mitchell, D-Md., and Rep. Mickey Leland, D-Texas, vowed to press for advantages at the federal level, while franchisers said the capital markets are coming around.

Walt Disney Production's two new studio heads addressed the company's more than 1,500 employees on the studio's back lot last week following the announcement of their appointments. See story in Leading the Week, pages 11-18.

Sections

Programming..........................24

Cinemax officials say they've seen a dramatic rise in subscriber satisfaction scores just five months after they changed the service's programming, marketing, and promotion. In addition, they say they've pulled into the number three position ahead of The Movie Channel, which has some 3.2 million subscribers.

Marketing..............................27

General Foods is premiering *Shortcuts*, a multi-million dollar product and informational advertising campaign, on five basic cable services this week. Also, TV Host Inc. has purchased the Williamette TV and Cable Guides Inc. of Portland, Ore., adding 50,000 subscribers to *TV Host*'s existing circulation.

Business & Finance................36

General Instrument Corp. is looking to big-city cable builds to fuel growth in the company's cable television business in the near future. In addition, the company is still negotiating with the Comsat-USCI venture to supply that service with DBS equipment. GI had been an exclusive supplier for USCI. Also, Gill Management Services restructures into four divisions to better serve its clients and to position itself for future growth.

New Ventures........................40

Cable and microwave have made the interactive classroom a reality for a small number of rural Minnesota students who otherwise would have no access to such subjects as Latin and other foreign languages.

About the cover

C-SPAN's Brian Lamb has taken his show on the road. Stories on pages 28 and 30. Photo by Earl V. DeWald.

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Cable services subscriber count

Satellite-fed national service

Basic services	Affiliates	Subscribers	% change in subs from 10/3/83†
American Christian Television Systems (ACTS)	100	1,369,471	NA
Arts & Entertainment	1,500	10,500,000	NA
Black Entertainment Television (BET)	340	7,000,000	+52.0
Cable News Network (CNN)	6,247	27,654,000	+32.7
CNN Headline News	1,780	12,570,000	+169.0
C-SPAN	1,500	18,000,000	+24.1
CBN Cable Network	4,619	24,300,000	+9.4
Country Music Television	225	4,600,000	+283.3
Entertainment & Sports Programming Network (ESPN)	8,438	32,700,000	+35.6
Eternal Word Television Network(EWTN)	165	2,410,000	+48.5
Financial News Network (FNN)	1,000	17,000,000	+88.8
The Learning Channel	530	4,762,840	+32.3
Lifetime	1,992	20,425,569	NA
Modern Satellite Network (MSN)	550	9,913,290	+20.5
Music Television (MTV)	2,470	21,800,000	+45.3
The Nashville Network	2,000	16,800,000	+68.0
National Christian Network (NCN)	95	1,200,000	−16.6
National Jewish Television (NJTV)	196	4,050,500	+43.4
Nickelodeon	3,250	21,100,000	+51.2
Prime of Life	NA	5,000,000	NA
PTL Satellite Network	1,034	10,100,000	+26.2
Santa Fe Communications	26	524,723	NA
Satellite Program Network (SPN)	509	11,664,183	+52.6
Silent Network	240	6,800,000	NA
SIN Television Network*	276	28,338,300	+775.3
Trinity Broadcast Network	370	4,486,000	+39.3
USA Network	4,000	25,000,000	+31.5
The Weather Channel	1,260	12,800,000	+28.0
WGN-TV	5,741	14,211,515	+32.6
WOR-TV	1,066	4,800,018	+17.0
WPIX-TV	152	885,000	NA
WTBS-TV	7,798	31,600,000	+18.5
Pay services			
American Movie Classics	NA	NA	NA
Bravo	156	246,000	+96.8
Cinemax	2,100	2,700,000	+8.0
The Disney Channel	1,712	1,132,389	NA
GalaVision	200	130,000	+4.0
The Hi Life Channel	NA	NA	NA
Home Box Office (HBO)	5,400	13,500,000	+8.0
Home Theater Network (HTN)	400	275,000	+22.2
Professional Education Network	NA	NA	NA
The Movie Channel	2,750	3,200,000	+28.0
The Playboy Channel	457	720,000	+44.0
The Pleasure Channel	6	12,000	NA
Showtime	3,000	5,400,000	+20.0
Audio services			
Cable Jazz Network	3	15,120	NA
Lifestyle	104	3,239,773	+79.9
Love Sounds	4	10,730	NA
Moody Bible Institute	34	535,879	+64.5
Nice and Easy	13	111,250	NA
Satellite Jazz Network	13	850,000	NA
Satellite Radio Network	50	403,000	+0.75
SCAN	34	173,000	+60.1
Star Ship Stereo	NA	NA	NA
WFMT, Chicago	154	989,029	+11.3
Text services			
AP News Cable	400	4,700,000	NC
Dow Jones Cable News	175	2,240,000	+38.2
Electronic Program Guide (EPG)	165	3,276,189	+55.8
Genesis Storytime	13	159,000	NA
Reuters News View	350	4,100,000	+17.1
UPI Data Cable	450	NA	NA
Pay-per-view services			
HiLife Channel	NA	NA	NA

Non-satellite-fed national service

Bicycled services			
Fuji Network	7	3,833	+39.8
Nippon Golden Network	5	8,105	+305.0
The Pleasure Channel	8	4,000	NA
Vector Consumer News	12	300,000	NA
Vector Consumer Shopping Guide"	16	490,000	NA

Regional entertainment service

Basic service	Affiliates	Subscribers	% change in subs from 10/3/83†
Atlanta Interfaith	7	130,000	+3.1
Bay Area Religious Channel (BARC)	5	107,100	−46.0
Buffalo Sabres Hockey	13	450,000	+38.4
The Ecumenical Channel	5	92,000	NA
Home Sports Entertainment—Houston/Dallas	57	48,000	NA
Home Team Sports	15	20,000	NA
KTVT	NA	NA	NA
Life Newsvision	24	35,000	+218.0
Madison Square Garden	52	1,700,000	+13.0
Meadows Racing Network	19	275,000	NA
MetroChannel	1	112,000	+1.8
New England Sports	NA	NA	NA
Newsday Cable	1	232,000	+22.0
PRISM-Philadelphia	89	369,500	+4.8
Pro-Am Sports	35	25,000	NA
The Superchannel	13	22,000	NA
SportsChannel (New England)	47	55,000	+175.0
SportsChannel (New York)	39	370,000	+23.1
Sports Time	112	42,000	NA
SportsVision	20	45,000	+309.0
Sportsvue Cable Network	25	18,500	NA
Texas Cable Network	12	730,000	NA
Video Music Channel	30	300,000	+172.0
Z-Channel	23	96,730	+5.9

Announced services

Non-satellite-fed services	Expected Launch
The Games Network	4th quarter 1984
Regional services	
Box Seat	TBA
Satellite-fed services	
Almi Group Network	TBA
The Aloha Network	TBA
AP News Plus	12/84
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cable Music Channel	10/84
The Cableshop	1/85
Cable SportsTicker	4th quarter 1984
Cabletix	TBA
Comedy Entertainment Network	TBA
Computer Satellite Network	1/85
Discovery Music Network	1/85
Kidvid Network	11/84
MTV Network Second Service	1/85
Magicable	TBA
Movie Time	1/85
Nabu Network	2nd quarter 1985
The Nostalgia Channel	TBA
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	TBA
The Work Channel	TBA

Note: Subscriber and affiliate counts are as of 7/31/84 unless otherwise indicated
NA denotes not available
NC denotes no change
TBA denotes to be announced
* Total SIN reach: Spanish-speaking households: 3,490,300

† Percentage change is now computed using previous year's figures

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable network during September 1984.

A&E

American Hawaii Cruises (N)
BMW Autos (N)
Exxon (N)
Ford (R)
IBM (N)
RCA (N)
Reagan-Bush '84 (N)
Showtime (N)

BET

Amtrak (R)
Anheuser-Busch (R)
AT&T (R)
Avon (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Division (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Warner Bros. Inc. (R)
Westinghouse (R)
Wrigley's (R)

CMC

Paramount Pictures (R)
Tri-Star Pictures (N)
Wrigley's (N)

C-SPAN

AT&T (R)
IBM (R)

Dow Jones Cable News

Barron's (R)
Business Week Magazine (N)
Charles Schwab & Co. (R)
Health & Garden Magazine (N)
Standard & Poor's (N)
Wall Street Journal (R)

ESPN*

American Motors (R)
Cannon Films (N)
Canon Copiers (N)
Chevrolet (R)
Chrysler Imports (N)
Honda Motorcycles (R)
JRAP (N)
Kentucky Fried Chicken (R)
M. Rubin & Sons (N)
N.J. Travel & Tourism (N)
North American Van Lines (N)
Procter & Gamble (R)
Ramada Inns (R)
Stouffers Hotels (N)
Zenith (R)

FNN

American Airlines (R)
Avis (R)
Borg Warner (N)
Chrysler (R)
Compact Computers (N)
Ford Corp. (R)
Hyatt Hotel (R)
Merrill Lynch (R)
National Rent-A-Car (R)
Ramada Inn (R)
Sanyo (N)
Shearson Lehman/American Express (R)

MSN*

Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television*

Bank Hapoalim (R)
Coleco (R)
Crazy Eddie Stores (R)
Goody Products (R)
Hertz (R)
Jerusalem Post (R)
Sheraton Hotels (R)

SPN

Air New Zealand (R)
Australian Tourist Bureau (N)
Chesebrough Ponds (R)
China Beer (N)
Hilton Inns (R)
Mennen (R)
Nikon (R)
Pacific Airlines (N)
Purina (N)
Rubbermaid (R)
Time/Life Books (R)
United Airlines (N)

The Learning Channel*

Barron's Report (R)
Charles Schwab (R)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network

Hallmark Cards (N)
Lloyd's Hearing Aids (N)
Magna Fitch (N)
Solarts (N)

The Weather Channel

Allstate (N)
American Home Products (R)
American Motors Corp. (R)
Anco Wiper Blades (R)
Champion Spark Plugs (R)
Clorox (R)
Intalcable (N)
Norelco (R)
Procter & Gamble (R)
Prudential-Bache (R)
Ralston Purina (R)
Ramada Inns (R)
Sears Portrait (R)
3M (R)
Union Carbide (R)
United (R)
United Technologies/Carrier(R)
Warner Lambert (R)

R denotes renewal client
N denotes new client
*Listing is comprised of August advertisers.
Source: Advertising clients are provided by the programs services to Titsch Communications Inc.

PLUS
Insertion gear

- STC/USCI begin initial staffing; Turner pays a visit
- Sports Time offers basic cable option
- Detroit may cancel Barden, reopen bids
- Judge rules against Cox Cable New Orleans

CableVision™

The news and features weekly of the cable television industry
October 15, 1984

CV 000009652 01
S GARNER SRI ACQ ED
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

NAMIC SETS A NEW AGENDA

VS
SPORTS TIME
CABLE NETWORK
We're playing the games you don't want to miss.

Sports Time has decided to allow systems to offer its programming as a basic service as well as a premium service.

Leading the week............11-17

Sports Time converts

Sports Time is allowing its affiliates the option to convert its regional pay network to a basic channel. In taking that opportunity last week, Sports Time partner Multimedia Cablevision switched out ESPN in many of its markets.

Paramount shuffle

The shakeup of Paramount's top management continued last week with the announcement that the company's motion picture president would be moving to Walt Disney Productions. The realignment is expected to have little impact on the immediate output of films from the studio.

Judge rejects Cox

Federal District Court Judge Veronica Wicker ruled against Cox Cable last week, upholding city authority to invoke municipal franchise agreements and rejecting Cox's re-tiering argument.

L.A. TC dept.

Cable regulation in Los Angeles took a step into the 1980s last week with the creation of a Telecommunications Department.

Detroit drops Barden?

Detroit's cable commission has recommended that the city drop its agreements with Barden Cablevision and reopen the franchise to new bids.

NAMIC symposium

The National Association of Minorities in Cable sponsored the industry's third Minority Business Symposium recently. The meeting set the stage for a new political and economic agenda for the newly formed group.

STC/USCI gear up

Parents of Satellite Television Corp. and United Satellite Communications Inc. have named officials to organize corporate departments of the newly merged direct-to-home satellite company and at the same time entertained a partnership offer from Turner Broadcasting.

Calif. bill vetoed

California Governor George Deukmejian vetoed a precedent-setting bill to extend statewide regulation of the cost of cable television pole attachments to municipal poles. The state legislature may attempt to override the veto.

COVER STORY

About the cover

National Association for Minorities in Cable board members (clockwise from lower left): Gayle Greer, chairman of NAMIC and vice president, central operations, of ATC's National Division; J. Barry Washington of Connections Communications Inc. and vice chairman of NAMIC; Jabari Simama, secretary of NAMIC and director of programming for Prime Cable of Atlanta; and Gail Williams, treasurer of NAMIC and director of marketing and sales for HBO. Photo by Bruce Hoertel. **See story on page 17.**

Sections

Programming 24

American Movie Classics, the latest pay channel from Rainbow Programming Services, premiered on 17 systems last week.

Marketing 32

Four Viacom Cable systems are discovering how a specially produced research presentation and a well-crafted television commercial can position cable in the marketplace and convince local advertisers to buy.

Business & Finance 34

A wide range of financial institutions are willing and eager to lend to the cable industry, according to the representatives present at a recent seminar on cable TV finance.

Government & Law 38

Cable legislation passed by the House of Representatives last week is classic consensus legislation, meaning not all industry segments are terribly pleased.

New Ventures.........................40

The high-stakes competition between rental videocassettes and cable has one local cable operator considering innovative options that may trump videostores' highly touted advantages.

Departments

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CABLE STATS

Film product comparison—October

Film	Pay Networks					Distributor
All Fall Down		ST				MGM/UA
Alligator					MAX	Cinema Signal
All the President's Men		ST*			(MAX)	CBS
Alone In The Dark			TMC			Viacom
Ambush		ST				MGM/UA
Amityville II: The Possession					MAX*	DeLaurentis
Animal House	(HBO)		TMC		(MAX)	Universal
Aphrodite		ST				Atlantic
Apple, The			TMC			ComWorld
Avenging, The			TMC			Cannon
Baby, It's You			TMC			Paramount
Bad Boys	HBO*				(MAX)	AFD/EMI
Best of Everything, The				HTN*		20th Century-Fox
Betrayal	(HBO)	ST	(TMC)			20th Century-Fox
Big Chill, The	HBO				MAX	Columbia
Blue Skies Again	HBO*		TMC*	(HTN)		Warner Bros.
Blue Thunder					MAX	Columbia
Boarding School		(ST)			MAX	Atlantic TV
Brainstorm	(HBO)	(ST)	(TMC)	(HTN)	MAX*	MGM/UA
Brian's Song			TMC		MAX	Columbia
Bride Wore Black, The			TMC			MGM/UA
Caine Mutiny, The				HTN	(MAX)	Columbia
Carny	*HBO					Lorimar
Case of Libel, A		ST				Showtime
Cheech and Chong Still Smokin'		(ST)	TMC*			Paramount
Chosen, The	HBO		TMC	HTN*		20th Century-Fox
Class	HBO					Orion
Confessions of a Driving Instructor		ST				Columbia
Cops and Other Lovers		(ST)	TMC			Cinema Signal
Creepshow		ST	TMC		MAX*	Warner Bros.
Cross Country	HBO	ST				New World
Cross Creek	(HBO)				MAX	AFD/EMI
Cry Terror		ST				MGM/UA
Cuba			TMC			MGM/UA
Cujo	(HBO)		TMC		(MAX)	Warner Bros.
Dance of the Dwarfs			TMC			Plushceli
Daniel	HBO		(TMC)		(MAX)	Filmwriters
Dark Crystal, The	HBO					Henson
David Copperfield	HBO					20th Century-Fox
Day the Earth Stood Still, The					MAX	20th Century-Fox
Dead End		(ST)	TMC		(MAX)	Goldwyn
Dead Zone, The			TMC			Paramount
Deadly Blessing	HBO					Polygram
Death Wish II		ST				Viacom
Defiance					MAX	Orion
Demon Island			TMC			Oak Media
Diplomatic Courier				HTN*		20th Century-Fox
Diva					MAX	MGM/UA
Dodsworth		ST				Goldwyn
Dracula			TMC*		(MAX)	Universal
Dusty		(ST)	TMC			Castle Hill
Easy Money	(HBO)				MAX*	Orion
Eddie and the Cruisers	HBO*		(TMC)	HTN		Embassy
Eddie Macon's Run	(HBO)	ST*	(TMC)	(HTN)		Universal
Educating Rita	HBO		TMC	HTN	MAX	Columbia
Emily					MAX*	Atlantic TV
Enemy of the People, An					MAX	Warner Bros.
Enigma			TMC		MAX*	Filmcrest Dist.
Entity, The	HBO					20th Century-Fox
Escape From East Berlin		ST				MGM/UA
Escape From New York					MAX*	Embassy
Eyes of Amerylis				HTN		Coe Films
Fanny and Alexander	HBO		TMC			Embassy
Flashdance		ST*	(TMC)			Paramount
Foolin' Around	HBO					GCC Films
From Here to Eternity				HTN	(MAX)	Columbia
Funny Lady			TMC		MAX	Columbia
Gandhi	HBO*	(ST)	TMC*	(HTN)	(MAX)	Embassy
Get Crazy	(HBO)		TMC			Embassy
Gizmo!	HBO					Film Gallery
Golden Seal, The		ST	TMC			S. Goldwyn
Guardian, The	HBO					R. Cooper
Halloween					MAX	Compass Int'l Pict
Halloween That Almost Wasn't, The	HBO					Concepts LTD
Hand, The			TMC			Warner Bros.
Hanna K	HBO		TMC			Universal
Heart Like a Wheel	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Hercules		ST*	(TMC)			Viacom
High Road to China	(HBO)			HTN	(MAX)	Warner Bros.
Honky Tonk Man	(HBO)	ST	TMC	(HTN)		Warner Bros.
Hook, The		ST				MGM/UA
Hooper	HBO	ST				Warner Bros.
Hot Stuff			TMC		MAX	Columbia
Hound of the Baskervilles, The			TMC*		(MAX)	PSO
House on Sorority Row			TMC			Film Ventures
Humanoids from the Deep		ST				Viacom
Hunger, The	HBO	(ST)	(TMC)			MGM/UA
Hustler, The			(TMC)	HTN	(MAX)	20th Century-Fox
I'd Climb the Highest Mountain				(HTN)	MAX*	20th Century-Fox
I Love You		ST				Atlantic
Independence Day			TMC			Warner Bros.
Invasion of the Body Snatchers		ST			MAX	MGM/UA
Invitation Au Voyage					MAX	Columbia
Jazz Singer, The					MAX	AFD/EMI
Jeremy					MAX	MGM/UA
Jimmy the Kid	HBO					Zephyr Prod.
Kid From Left Field, The			TMC			20th Century-Fox
King of Comedy, The	(HBO)				MAX	Empax
King's Thief, The		ST				MGM/UA
Kiss Me Kate		(ST)	(TMC)		MAX	MGM/UA
Ladies and Gentlemen, the Fabulous Stains			TMC			Paramount
Lady On The Bus					MAX	Atlantic TV
Last Embrace			TMC			MGM/UA
Last Plane Out	(HBO)		TMC*			NewWorld
Last Unicorn, The			(TMC)		MAX*	ITC
Last Waltz, The			TMC	(HTN)		MGM/UA
Let's Spend the Night Together		ST		(HTN)		Embassy
Living Sands of Namib, The	HBO					NGS
Loneliness of the Long Distance Runner				(HTN)	MAX	Warner Bros.
Long Way Home, A					MAX	Alan Landsburg
Lords of Discipline		(ST)	TMC			Paramount
Louisiana					MAX	Int'l Cinema Corp.
Love and Death			(TMC)		MAX*	MGM/UA
Mandingo		ST*				Paramount
Man From Snowy River, The		ST	(TMC)	HTN*		20th Century-Fox
Manhattan		(ST)			MAX*	MGM/UA
Man, Woman, and Child		(ST)	TMC*			Paramount
Massacre in Rome					MAX	Andrew & Assoc.
Melvin and Howard			(TMC)		MAX	Universal
Mine and the Minotaur, The		ST				Satori
Minor Miracle, The				HTN		K-Pay
Misty	HBO			(HTN)		UPA Prod.
Monsignor	(HBO)	(ST)	TMC			20th Century-Fox
Mr. Hobbs Takes a Vacation			(TMC)	HTN*	(MAX)	20th Century-Fox
Mr. Mom	(HBO)	ST*	(TMC)	(HTN)	(MAX)	20th Century-Fox
Mudlark, The				(HTN)	MAX	20th Century-Fox
Napoleon			TMC	HTN		Universal
Never Say Never Again	HBO	ST	TMC	HTN	MAX	Warner Bros.
Next Man, The					MAX	Lorimar
Nightmares		ST	TMC			Universal
Night Warning			TMC			Com World
Nijinsky					MAX	Paramount
(No Other Love)					MAX	Time Life Films
North Dallas Forty	(HBO)			TMC*		Paramount
Occurrence at Owl Creek Bridge, An		ST				Interama Films
October Man, The					MAX	Janus
Octopussy	(HBO)	(ST)	TMC*	(HTN)	MAX*	MGM/UA
O'Hara's Wife		(ST)	(TMC)	(HTN)	MAX	O'Hara Prod.
"Oh God!"	HBO	(ST)			(MAX)	Warner Bros.
Oklahoma!	HBO	ST			(MAX)	S. Goldwyn
One Flew Over the Cuckoo's Nest		(ST)			MAX*	MGM/UA
Operation Kid Brother			TMC			MGM/UA
Paradise		ST*			MAX	Embassy
Penitentiary II					MAX	MGM/UA
Playing for Time					MAX	Viacom
Porky's	HBO	ST*	(TMC)		(MAX)	20th Century-Fox
Porky's II: The Next Day	HBO*	(ST)	(TMC)		(MAX)	20th Century-Fox
Prey, The		ST*				New World
Prince Valiant			TMC*	HTN*	(MAX)	20th Century-Fox
Promise, The	HBO			(HTN)	(MAX)	Universal

Film	Pay Networks					Distributor
Race for the Yankee Zephyr	(HBO)			HTN		Hemdale Leisure
Rachel, Rachel			TMC*		MAX*	Warner Bros.
Return of Frank James				(HTN)	MAX	20th Century-Fox
Reunion in Vienna		ST				MGM/UA
Revenge of the Ninja	HBO	ST	TMC			Viacom
Rio Conchos				(HTN)	MAX	20th Century-Fox
Risky Business	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Salem's Lot			TMC			Warner Bros.
Savannah Smiles	HBO		(TMC)	HTN		Embassy
Screwballs		ST				New Horizons
Secret of the Golden Dragon, The		ST				Satori
Siege					MAX	Viacom
Smurfs and the Magic Flute, The		ST				Atlantic
Soldier, The			TMC		(MAX)	Embassy
Son of Monte Carlo					MAX	Alan Enterprises
Sophie's Choice	(HBO)				MAX	ITC
Sound and the Fury, The				HTN*	(MAX)	20th Century-Fox
South Pacific			TMC*		(MAX)	S. Goldwyn
Space Hunter				HTN	(MAX)	Columbia
Space Raiders	HBO					New Horizons
Split Image	(HBO)				MAX	Polygram
Spring Break	HBO*				MAX	Columbia
Spy With My Face, The			TMC			MGM/UA
Star Is Born, A			TMC		MAX	Warner Bros.
Stars and Stripes Forever				(HTN)	MAX	20th Century-Fox
Staying Alive		ST	(TMC)			Paramount
Still of the Night	HBO*	(ST)	TMC	(HTN)	(MAX)	MGM/UA
Streetcar Named Desire, A	(HBO)			HTN	(MAX)	United Artists
Stud, The		ST*				Telepictures
Superman III			(TMC)	HTN		Warner Bros.
Table for Five	HBO	(ST)	(TMC)	(HTN)	(MAX)	CBS
Tall Target, The		ST				MGM/UA
Target Eagle			TMC			Viacom
Tell Me a Riddle					MAX	Film Gallery
"10"		(ST)	TMC		(MAX)	Warner Bros.
Ten to Midnight	(HBO)	ST			MAX	Viacom
Thieves Like Us			TMC*			MGM/UA
Time Rider			(TMC)		MAX	Simcom
Time Walker		(ST)	TMC			Wescom
Tootsie	HBO*				(MAX)	Columbia
Touched	(HBO)		TMC			The Movie Store
Tough Enough			TMC*	(HTN)		20th Century-Fox
Trading Places			TMC			Paramount
Trenchcoat	HBO*					BV
Triumphs of a Man Called Horse					MAX	Andrews & Assoc.
Truckin' In Nashville				HTN		Caroge Inc.
Twilight Zone, The Movie	(HBO)	ST*	(TMC)	(HTN)		Warner Bros.
Uncommon Valor		ST				Paramount
Vacation	HBO*	(ST)	(TMC)		MAX*	Warner Bros.
Wargames	HBO*	(ST)	(TMC)	(HTN)	(MAX)	MGM/UA
Warlock				HTN		20th Century-Fox
Warlords of the 21st Century		ST				Viacom
We Think the World Is Round	HBO					Rainbow Seven
What a Way To Go!				(HTN)	MAX	20th Century-Fox
With a Song In My Heart				(HTN)	MAX	20th Century-Fox
Wiz, The		ST			MAX	Universal
Wonder of It All	(HBO)				MAX	Simcom
Won Ton Ton, The Dog Who Saved Hollywood			TMC*			Paramount
Year of Living Dangerously	(HBO)		TMC		MAX	MGM/UA
Yellowbeard				HTN	(MAX)	Orion
Yes, Giorgio				HTN	(MAX)	MGM/UA
Yor the Hunter From the Future	HBO					Columbia
Young Frankenstein		ST	(TMC)		(MAX)	20th Century-Fox
Young Lions, The			(TMC)	HTN*	(MAX)	20th Century-Fox
Young Warriors		ST				Viacom

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in May, June, July, August, September and/or October.
- An asterisk indicates the film is a carry-over from May, June, July, August, September and/or October.
- In total, 215 films appear on the October schedules of HBO, Showtime, The Movie Channel, Home Theater Network, and Cinemax. Of those titles, during the last six months, eight films have played on all five services, 10 films have played on four of the five services, 28 films on three services, and 71 on two services. Ninety-eight were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 30, followed by 20th Century-Fox with 29 and Warner Bros. with 20.
- *The Big Chill*, along with mini-series *Louisiana* and Sean Connery in *Never Say Never Again*, are featured on the program guide cover of HBO and Cinemax. The Movie Channel's program guide cover features *The Dead Zone* starring Christopher Walken. On the program guide cover of Showtime are featured John Travolta in *Staying Alive*, the comedy series *The Rick & Bob Report* and *Brothers*, and the comedy special *Washingtoon*. *Educating Rita* with Julie Walters is on the cover of Home Theater Network's program guide.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11	Audubon, NJ	Independent	116,120	(7/84)
12	Tulsa, OK	United Cable	115,787	(6/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Baltimore County, MD	Comcast	107,900	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16	San Juan, PR	Harris Cable	105,719	(6/84)
17	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20	Austin, Tx	ATC	98,900	(12/83)

[illegible]

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,371,000	(7/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,636	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)

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S[illegible]
[illegible] cutbacks
The [illegible] systems
[illegible] New [illegible] channel to go digital

CableVision

The news and [illegible] cable [illegible]

HOLLYWO[illegible] TAKES A SECOND LOO[illegible] AT PAY-PER-[illegible]

CableVision

Leading the week............11-20

Cable bill passes

The U.S. Congress passed national cable legislation last week, granting operators freedom from local rate regulation in exchange for firm guidelines by which local governments can grant franchise renewals.

Walt Disney Productions' Michael Eisner (left), Cablevision's Charles Dolan and The Disney Channel's Jim Jimirro (not pictured) devised a 10-year marketing contract guaranteeing Disney 250,000 new subs this year.

Disney does good

Cablevision Systems will pay The Disney Channel $75 million over the next decade for offering the network in all of its franchises—present and future. The network also heard some encouraging words last week from Walt Disney's new man at the top, Michael Eisner.

VH-1 goes digital

When MTV Networks' new music video channel, VH-1, premieres in January, its audio signal will be transmitted digitally —a first in cable for this new technology.

FNN staff cuts

The Financial News Network cut close to 30 percent of its Los Angeles staff last week. The move will allow the service to break even by the end of 1984 without instituting carriage fees, channel officials said.

ESPN rate scale

Changing course from plans to hike its per-sub fee from 13 cents to 20 cents next January, ESPN is offering affiliates a rate scale going from the current charge to 19 cents, based on subscriber counts.

Cleveland RFP

Cleveland's cable franchise process may finally be on the right track with the approval of a draft RFP by the city's cable TV study commission.

Hollywood shuffle

Former Universal Pictures chief Ned Tanen has become the new head of the motion picture division of Paramount, replacing newly appointed Chairman Michael Eisner. Paramount's corporate shuffling will not affect the value of the pictures that will be licensed exclusively to Showtime, sources say.

Daniels and Associates recently sponsored "The Best of CTAM 84" in Denver.

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A joint partnership brings Colony Communications' Movie Time ad-supported basic channel to Multimedia's Wichita, Kan., system. Colony management denies that they are preparing the venture for national competition with American Movie Classics.

Marketing/Advertising...........30

USA Network's Gil Faccio, vice president of affiliate relations, started the network's affiliate relations department from scratch last February. His major goal: To establish USA's value to affiliates and gain a higher degree of visibility for the network.

Business & Finance................40

Executives at Midwest Corp. plan to close a deal in the next month or two to finalize the spinning off of the company's Communications Systems Division into a newly formed company, Midwest Communications Corp.

New Ventures..........................44

Tribune Media Services is field-testing two computerized information systems and looking for other potential applications for its vast information base.

Government & Law.................47

The debate over whether cable operators should be required to carry multichannel or stereo television sound continues as the Federal Communications Commission hears comments on the issue from a variety of players.

About the cover

Cover illlustration by Randi Eyre, a Boulder, Colo., free-lance artist.

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CABLE STATS

Percent of Systems by Channel Capacity*

Number of Channels	Percent of Systems		Percent of Basic Subs	
	1983	1984	1983	1984
0 - 6	1.1%	0.9%	0.1%	0.1%
7 - 12	36.9	35.1	15.9	11.8
13 - 21	22.6	21.7	18.0	14.4
22 - 35	27.8	29.2	47.5	48.2
36 - 53	8.8	9.7	12.8	16.5
54 +	2.9	3.5	5.7	9.0

*As of May 31, 1984

Source: International Communications Research: Information Division (a subsidiary of International Thomson Business Press)

Percent of Systems by Subscriber Size*

Number of Subscribers	1983	1984
0 - 1,000	44.2%	44.3%
1,001 - 5,000	33.8	33.2
5,001 - 10,000	10.3	9.8
10,001 - 20,000	6.6	6.8
20,001 - 50,000	4.1	4.4
50,001 +	1.0	1.5

*As of May 31, 1984

Source: International Communications Research: Information Division (a subsidiary of International Thomson Business Press)

Franchising calendar

This chart examines the franchise status of communities since September 1984.

Arizona

Gilbert—award to Masada Corp. 8/14/84 (3,000 homes).

California

Chino—preliminary award to Buena Vision (12,000 homes).
Claremont—Group W withdrew proposal (9,800 homes.)
Commerce—negotiating with Falcon Communications (3,000 homes).
Duarte—lease agreement reached with KTS Corp. for operation of city-owned system 8/15/84 (7,100 homes)
East Yolo—proposals from Cablevision, Sonics, Yolo Communications, and Federal Communications Inc. (10,000 homes).
La Puente—negotiating with United Cable (8,600 homes).
Los Altos—negotiating wih United Cable TV (9,000 homes).
Palo Alto—negotiating with Cable Communications Co-op and City Cable Partners (22,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV 2/14/84 (43,000 homes).
Yorba Linda—deadline extended for statements of interest (12,000 homes).

Delaware

Wilmington—reviewing Rollins Cable (140,000 homes).

District of Columbia

Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Florida

Fellsmere—award to Sci Ad 3/29/84 (1,500 homes).

Illinois

Chicago—Area I negotiating with Communications and Cable (300,000 homes); Area II award to Group W (217,000 homes); Area III award to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (6,000 homes); Area V to Continental Cablevision (188,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—reviewing proposals from Multimedia, Continental, and Metrovision Inc. (9,500 homes).
Naperville—proposals from Joyce Cable and Rite Cable (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—research to determine sufficient interest to get cable.
Woodbridge—negotiating with Multimedia (260 homes).

Kentucky

Fulton—negotiating with TCI (2,400 homes).
Loretto—no response to RFP.

Maryland

Baltimore—negotiating with United Cable (302,000 homes).

Massachusetts

Belchertown—reissued RFP.
Belmont—municipal ownership approved by general court, preparing proposal (2,760 homes).
Berkley, Dighton, Freetown—provisional license to Continental Cablevision.
Boxborough—awaiting amended applications from Nashoba and Adams-Russell (3,100 homes).
Cambridge—public referendum on municipal ownership passed, RFP issued 6/84 (43,000 homes).
East Bridgewater—reviewing proposals submitted by Campbell and Continental (2,500 homes).
Groton—awaiting amended applications from Nashoba, Northeast Cable TV, and United Cable (2,000 homes).
Hamilton and Wenham—award to Continental Cable 3/5/84 (2,300 homes).
Holden—award to Massachusetts Cablevision Systems Inc. 7/84 (4,000 homes).
Holliston—award to Massachusetts Cablevision Systems Inc. 7/84 (3,922 homes).
Lincoln—temporarily suspended franchising process. (1,700 homes).
Marblehead—proposals received from Adams-Russell, Continental Cablevision, and Nashoba.
Medfield—reviewing proposal submitted by Massachusetts Cablevision Systems (3,400).
Mendon—provisional license award to Massachusetts Cablevision Systems Inc. 8/84 (1,200 homes).
Middleborough—award to Continental Cablevision 5/14/84 (3,834 homes).
Nahant—awaiting response from Warner Amex (1,433 homes).
Sandwich—proposal received from Campbell Communications (5,000 homes).
Seekonk—preliminary award to Massachusetts Cablevision (6,000 homes).
Shirley—reviewing amended proposals from United Cablevision and Nashoba (1,827 homes).
Southborough—provisional license to Greater Worcester Cablevision.
Sterling—award to Wachusett Cablevision (2,000 homes).
Stow—provisional license to Adams-Russell 9/84 (1,600 homes).
Wayland—award to Continental Cablevision 6/4/84 (3,500 homes).
Westminster—preliminary award to Adams-Russell; Adams-Russell requested revision of rate structure.
Weston—award to Continental Cable Cooperative 8/6/84 (3,000 homes).
Westport—award to United Cablevision Funding 9/4/84 (5,500 homes).

Michigan

Homer Township—starting franchise process (800 homes).
Lake Orion, Orion Township—negotiating with Tribune United (7,800 homes).
Westland—award to Continental Cablevision 2/84 (29,000 homes).

Minnesota

Amboy—award to Mid Communications Inc. 7/84 (280 homes).
Avon—award to WesTel Inc. 2/84 (280 homes).
Barrett—award to Battlelake Cable 7/84 (165 homes).
Belle Plaine—award to Dowden Communications Inc. 8/84 (975 homes).
Big Lake, Buffalo, Cokato, Dassel, Delano, Elk River, Monticello, Rockford, Watertown, Maple Lake—award to Rite Cable, under construction. (10,200 homes).
Boyd—municipal ownership approved 1/84 (140 homes).
Cannon Falls—negotiating with Communications Systems Inc. (1,060 homes).
Chanhassen, Carver County, and Hennepin County—award to Dowden Communications 1/5/84.
Claremont—award to WesTel Inc. 2/84 (225 homes).
Eden Valley and Watkins—award to WesTel Inc. 2/84 (640 homes).
Ellendale, Geneva—award to WesTel Inc. 3/84 (380 homes).
Elizabeth—award to M & E Cable TV 1/84 (90 homes).
Floodwood—award to Individual Satellite System Inc. 8/84 (325 homes).
Glenville—award to WesTel 6/84 (275 homes).
Good Thunder—award to Mid Communications Inc. 7/84 (225 homes).
Grand Meadow—award to Southern Cablevision Inc. 9/84 (360 homes).
Hill City—negotiating with Individual Satellite Systems (260 homes).
Hinckley—award to Savage Communications 7/84 (420 homes).
Hokah—award to Valley Video Systems Inc. 7/84 (270 homes).
Holdingford—award to WesTel Inc. 2/84 (245 homes).

CABLE STATS

Howard Lake—award to WesTel Inc. 8/84 (510 homes).
Kerkhoven—award to Heritage Communications 7/84 (310 homes).
Kimball—award to WesTel Inc. 5/84 (250 homes).
LeCenter—award to WesTel Inc. 4/84 (825 homes).
Lester Prairie, Winsted—award to Dowden Communications 7/84 (1,000 homes).
Lindstrom, Stacy—negotiating with Dowden Communications (1,230 homes).
Mabel—award to Valley Video Systems Inc. 6/84 (325 homes).
Maple Plain—negotiating with Dowden Communications (480 homes).
Mapleton—award to WesTel Inc. 8/84 (600 homes).
Mazeppa—award to Individual Satellite Systems 9/84 (280 homes).
Medford—award to WesTel Inc. 7/84 (300 homes).
Montrose—award transferred to Valley View 8/84 (300 homes).
Morristown—award to Cannon Valley Telecom Inc. 7/84 (250 homes).
Morton—award to Todd Communications Inc. 5/84 (225 homes).
Murdock—award to Cavanaugh Cable Co. 6/84 (140 homes).
New Prague—award to Valley View Cable Inc. 7/84 (1,130 homes).
Nisswa—award to Interlake Cablevision Inc. 5/84 (1,100 homes).
Northern Dakota City—preliminary award to Continental (25,000 homes).
Norwood, Young America, Hamburg—award to WesTel Inc. 5/84 (1,100 homes).
Onamia—award to WesTel Inc. 5/84 (300 homes).
Oslo—award to Oslo Cable 4/84 (170 homes).
Pierz—award to WesTel Inc. 8/84 (420 homes).
Renville—award to WesTel Inc. 7/84 (600 homes).
Rite—award to Benton Cooperative Telephone Co. 8/84 (165 homes).
Royalton—award to WesTel Inc. 4/84 (270 homes).
Sacred Heart—award to WesTel Inc. 4/84 (300 homes).
St. Joseph—award to WesTel Inc. (1,100 homes).
St. Paul—award to Continental appealed before Minnesota Supreme Court (111,000 homes).
Sandstone—award to Savage Communications 9/84 (560 homes).
Savage—drafting RFP (272 homes).
Shelly—award to Ada Cable Association 4/84 (130 homes).
Sherburn—award to Rite Cable (10,200 homes).
Spring Grove—award to Valley Video Systems 8/84 (560 homes).
TriCity Cable Commission (Cold Springs, Richmond, Rockville)—award to WesTel Inc. 8/84 (1,200 homes).
Truman—award to Terril Telephone Co. 5/84 (550 homes).
Waconia—proposals from Rite Cable Co., Dow-Sat Inc., Valley View, WesTel Inc. (1,024 homes).
Waterville, Elysian—award to WesTel Inc. 8/84 (750 homes).
Waubeen—award to Harold Investments Inc. 9/84 (150 homes).
Wendell—award to M & E Cable 4/84 (95 homes).
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inner Grove Heights, Lilydale, Sinfish Lake—preliminary award to Continental Cablevision 6/6/84 (24,032 homes).
Windom—plans municipal ownership (1,875 homes).

Missouri

St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New Hampshire

Manchester—award to United Cable.
Newton—negotiating with Harron Communications (1,124 homes).
Pelham—award to Harron Communications 3/27/84 (2,500 homes).
Sandown—reviewing proposal from Harron Co. and Continental.
Wolfeboro—award to Lakes Cablevision Corp. 1/18/84 (833 homes).

New Jersey

Jersey City—administrative hearing to be held 9/84 regarding franchise process.
Patterson—plans municipal ownership; waiting for city council approval; RFP issued (55,000 homes).

New York

Beekman—award to Dutchess County Cablevision Assoc. 3/13/84 (2,100 homes).
Mt. Upton—NewChannels denied award; future uncertain.
North Salem—negotiating with Community Cable Services (1,100 homes).
Norwich—NewChannels withdrew application; exploring other alternatives (100 homes).
Portland—Tribune Cable, Harborview, and U.S. Cable sent letters expressing interest. (150 homes).
Union Vale—award to Consolidated Communications Corp. 3/7/84 (775 homes).

North Carolina

Camden County—award to Cable East 5/7/84.
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio

Avon—award to Space Cable of Ohio 4/23/84 (2,000 homes).
Brooklyn—municipal ownership under consideration (4,000 homes).
Cleveland—Cable Commission voted for private ownership and is preparing RFP.
Lordstown—cable issue dropped after feasibility study.
Oberlin—preliminary award to Oberlin Cable Co-op (2,600 homes).

Oregon

Amity—award to Eagle Cable Systems Inc. 1/9/84 (800 homes).
Dunthorpe—deadline for bids set for 10/10.
Sylvan—TCI withdrew proposal 6/20/84; reissued RFP for bids due no later than 10/10/84.

Pennsylvania

Philadelphia—city is divided into four areas: Area I, proposals from Greater Philadelphia Cablevision and Independent Cable of Philadelphia; Area II proposals from Philadelphia Inner City Cable System and Wade Communications; Area III, proposals from Cablevision of Philadelphia and Rollins (each area: 155,000 homes).

Rhode Island

Battleground—negotiating with Cox Cable (1,000 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes).

Texas

Azle—award to Teltran 4/3/84 (2,200 homes).

Virginia

Berryville/Clarke County—award to Berryville TV Cable Co. 4/17/84 (600 homes).
Manassas—considering municipal ownership of cable (5,510 homes).
Suffolk—award to Suffolk Cable Communicaions 2/1/84 (16,697 homes).

Washington

Battle Ground—negotiating with Cox Cable (1,000 homes).

Wisconsin

Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/17/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Wyoming

Gillette—franchise renewal granted to Televents 4/18/84 (7,500 homes).

Source: Titsch Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-n) 11-OP 3-UC
3	Chicago	City is divided into five areas. Area I-FP Areas II, III-OP Areas IV, V-FG
4	Philadelphia	City is divided into three areas Areas I, II, III-PS
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	FG
9	Cleveland	MO
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (4-OP) (1-BP) Tacoma-OP
15	Minneapolis/St Paul	OP/FG
16	Atlanta	OP
17	St Louis	FG/PS
18	Tampa/St. Petersburg	OP/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	UC/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	UC
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
UC—under construction
FG—franchise granted
FP—franchise pending
PS—proposal submitted
RP—request for proposal issued
MO—considering municipal ownership
BP—beginning process

Source: Titsch Communications Inc.

- Reactions to Biondi's departure from HBO
- Bran[illegible]an leaves Lorimar for Playboy
- USFL's suit against NFL opens cable options
- CM[illegible] prepares to launch with half-predicted subs

CableVision™

[illegible] weekly of the cable television industry

October 29, 1984

TIMES FIBER: HOPING FOR A STARRING ROLE

CableVision

Leading the week..............9-17

Biondi out at HBO

Frank Biondi has left his position as chairman of Home Box Office, to be replaced by present CEO Michael Fuchs. The ouster of Biondi was said to be a result of a financial setback, due to less-than-expected subscriber growth and higher programming costs. Operator concerns about HBO in the wake of Biondi's forced resignation focused on two issues: marketing and money.

Frank Biondi: Symptom of a company in trouble?

USFL sues NFL

Last week the United States Football League initiated a lawsuit against the National Football League charging the NFL with antitrust violations.

Brandman to Playboy

Lorimar cable television production chief Michael Brandman has been named to head the Playboy Channel. The service has been looking to fill the post since Paul Klein's announcement of his departure last March.

CMC takes off

Cable Music Channel premieres later this week, with Turner Broadcasting executives projecting an initial base of 2.5 million subscribers. That's half the subscriber count TBS originally forecast for CMC's launch date.

ESPN in black

ESPN has become profitable for the first time ever, according to ABC officials. However, that network's profits during the third quarter were more than offset by ABC's share of losses at Lifetime and the Arts & Entertainment Network.

Pittsburgh transfer

If all goes according to plan, the Pittsburgh City Council will vote Oct. 22 to approve transfer of the city's financially ailing cable system, paving the way for TCI to take over the system from Warner Amex. TCI plans to pay $93.4 million for the operation and will eliminate two-way interactive services and cut back on programmed channels.

The Atlantic Show gets under way this week at the Atlantic City Convention Hall in New Jersey. Attendance is expected to exceed that of last year's show. See story on page 18.

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TCS/Metrosports has instituted BETS—Betting Entertainment Television Systems—a division setting up telegambling ventures between cable operators and race tracks around the nation.

Marketing/Advertising 30

Rogers Cablesystems in Canada is selling its newly launched Canadian and American satellite services through a negative option marketing strategy amidst some controversy and a good measure of success.

Business & Finance 41

In a move that could signal a new thrust abroad, Viacom is consolidating its nondomestic television programming operations and merging them with Viacom World Wide Ltd., the organization that directs its international efforts in cable TV, pay TV, videotex and other developing technologies.

Government & Law 46

National Cable Television Association President Jim Mooney outlines in simple terms what the new Cable Telecommunications Act passed by Congress will mean to both operators and the public at large.

About the cover

A construction worker installs Times Fiber's Mini-Hub II in the company's test facility in Wallingford, Conn. Photo courtesy of Times Fiber.

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CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug 31, 1984
Source CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
AP News Cable	6
ARTS and Entertainment	1
*Bonneville's Easy Listening (audio)	3
Cable Jazz Network (audio service)	8
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
C-SPAN	19
Dow Jones Cable News (text) (Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word Television Network	18
Financial News Network	4
Genesis Storytime	8
HBO (East)	24
(West)	13
HTN	16
Keyfax (text)	6
The Learning Channel	16
Lifestyle (United Video/audio service)	3
Lifetime	17
Love Sounds (audio service)	8
Moody Broadcasting Network (United Video/audio service)	3
The Movie Channel (East)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	18
Nice and Easy (audio service)	8
Nickelodeon	1
Professional Education Network	16
PTL	2
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Showtime (West)	10
Sports Time Cable Network	4
Starship Stereo	6
UPI Cable News (text)	3
UPI Customized Cable News (text)	6
USA Cable Network	9
(during blackout)	22
Video Concert Hall	16
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Westar III (Western Union)	**Transponder**
AP News Plus	1
AP News Cable	1

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X,7D
Bonneville Satellite	3D,12X
Cable News Network News Feeds	8X
Hughes Television Network	7X
National Public Radio	2X
Wold Communications	6D,9X,10D

Westar V (Western Union)	**Transponder**
American Christian Television	2X
The Nashville Network	9D
HiLife Channel	10X
The Pleasure Channel	11X
Meadows Racing Network	11X
Pro-Am Sports*	7X
Sportsvue Network	4X
Taft Television and Radio Company	12X

Galaxy I (Hughes)	**Transponder**
BET	17
Business Times	9
CBN	11
Cinemax	19
CNN	7
CNN Headline News	8
C-SPAN	13
The Disney Channel	4,24
GalaVision (SIN)	20
HBO (East)	23
Home Team Sports	12
The Movie Channel (East)	10
(West)	14
Nashville Network	2
Showtime (East)	5
SIN	6
Turner Broadcasting	7,18
WOR-TV	15

Spacenet I (GTE)	**Transponder**
ACTS	8
Bonneville	2
Hospital Satellite Network	6
Landmark	(Lower half) 16 (72 MHz C-band)

* September listing

Note: A company name in parentheses following a service or network designates the transponder owner

Source International Thomson Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications	2,798,000	(3/84)
2	American Television and Communications	2,400,000	(5/84)
3	Group W Cable	2,007,000	(7/84)
4	Cox Cable Communications	1,515,423	(7/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications	1,371,000	(7/84)
7	Times Mirror Cable Television	981,304	(6/84)
8	Continental Cablevision	896,000	(7/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television	679,000	(7/84)
12	Sammons Communications	594,000	(5/84)
13	Rogers Cablesystems	564,497	(7/84)
14	Cablevision Systems Development	532,000	(7/84)
15	Comcast Cable Communications	463,000	(7/84)
16	Telecable Corp	411,606	(6/84)
17	Heritage Communications	407,195	(7/84)
18	Jones Intercable	395,565	(7/84)
19	Capital Cities Cable	357,435	(7/84)
20	UA Cablesystems	346,000	(7/84)
21	General Electric Cablevision	325,056	(7/84)
22	Wometco Cable TV	295,247	(7/84)
23	Century Communications	285,000	(7/84)
24	Prime Cable	272,788	(6/84)
25	Daniels and Associates	262,062	(7/84)
26	Multimedia Cablevision	257,741	(7/84)
27	Centel Cable Television	248,751	(7/84)
28	TCA Group	245,056	(7/84)
29	MacLean Hunter	234,327	(7/84)
30	American Cablesystems	199,934	(6/84)
31	Scripps-Howard	199,466	(7/84)
32	Service Electric Cable TV	189,500	(4/84)
33	Colony Communications	187,116	(7/84)
34	Adelphia Communications	186,870	(7/84)
35	Cable Vision Industries	182,954	(7/84)
36	TeleScripps Cable	181,182	(7/84)
37	Rollins Cableview	178,638	(7/84)
38	Communications Service	175,000	(9/83)
39	Cablentertainment	170,815	(6/84)
40	Tribune Cable Communications	169,391	(7/84)
41	Western Communications	148,323	(7/84)
42	Harte Hanks Communications	146,294	(7/84)
43	McDonald Group	139,585	(6/83)
44	Adams-Russell Communications	130,539	(7/84)
45	Harron Communications	129,866	(7/84)
46	Midcontinent Cable Systems	126,881	(6/84)
47	McCaw Communications	120,093	(7/84)
48	Midwest Video	118,102	(9/83)
49	Sutton Capital	117,204	(6/84)
50	Buckeye Cablevision	116,379	(7/84)
51	Falcon Communications	112,000	(7/84)
52	Televents	108,772	(7/84)
53	Armstrong Utilities	105,945	(7/84)
54	Harris Cable	105,719	(6/84)
55	Communications Systems	94,655	(4/84)
56	Lenfest Group	90,278	(6/84)
57	Summit Communications	90,019	(7/84)
58	Greater Media	88,120	(6/84)
59	Multi-Channel TV Cable	87,755	(4/84)
60	U S Cable	85,500	(6/84)
61	McClatchy Newspapers	82,733	(7/84)
62	King Videocable	81,074	(7/84)
63	The Essex Group	79,884	(7/84)
64	National Telecommunications	76,450	(3/84)
65	Perry Cable TV	75,820	(7/84)
66	Palmer Communications	75,644	(7/84)
67	Acton	74,177	(7/84)
68	WEHCO Video	74,200	(7/84)
69	Ultracom	73,926	(7/84)
70	Omega Communications	68,000	(4/84)
71	Susquehanna Broadcasting	67,602	(7/84)
72	Cable Management Associates	65,500	(7/84)
73	Sonic Cabe	64,522	(7/84)
74	Pencor Services	63,450	(5/84)
75	Booth Communications	63,184	(7/84)
76	Wabash Cablevision	61,500	(7/84)
77	Omni Cable TV	55,659	(7/84)
78	Selkirk Communications	53,600	(7/84)
79	Marsh Media	53,224	(7/84)
80	The Daily Press	52,000	(6/84)
81	Simmons Communications	47,406	(7/84)
82	United Video Management	47,333	(7/84)
83	Wisconsin Cablevision and Radio	46,449	(7/84)
84	Matrix Enterprises	45,339	(7/84)
85	Helicon	42,699	(7/84)
86	Cencom Cable Associates	41,434	(7/84)
87	Chambers Communications	41,236	(7/84)
88	Donrey Cablevision	40,523	(5/84)
89	Whitney Communications	40,504	(7/84)
90	Combined Cable	40,051	(7/84)
91	Joseph Gans	39,927	(4/84)
92	Marcus Communications	37,495	(7/84)
93	New England Cablevision	36,858	(7/84)
94	Masada	36,323	(7/84)
95	National Cablesystems	35,704	(7/84)
96	Multivision Group	34,544	(7/84)
97	Cable Holdings	33,711	(6/84)
98	First Carolina Communications	33,274	(7/84)
99	Star CATV Investment	32,092	(7/84)
100	Consolidated Cable System	27,891	(7/84)

Source Subscriber counts are provided by MSOs to International Thomson Communications Inc

*Figure does not include Tele-Media acquisition, last reported basic subscriber count for Tele-Media was 277,450 (12/83)

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	246,799	(7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000	(7/84)
3	San Antonio, TX	Rogers Cablesystems	190,618	(7/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	184,500	(6/84)
6	Florida Division	ATC	179,800	(7/84)
7	East Orange, NJ	MacLean Hunter	163,527	(7/84)
8	Wayne, NJ	UA Cablesystems	130,300	(7/84)
9	Cincinnati, OH	Warner Amex	127,000	(7/84)
10	Englewood, CO	United Cable	118,245	(7/84)
11	Audubon, NJ	Independent	116,120	(7/84)
12	Tulsa, OK	United Cable	115,787	(6/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Baltimore County, MD	Comcast	107,900	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262	(7/84)
16	San Juan, PR	Harris Cable	105,719	(6/84)
17	Erie County, NY	Prime Cable	104,970	(7/84)
18	Atlanta, GA	Prime Cabe	103,945	(7/84)
19	San Jose, CA	Gill Industries	102,700	(7/84)
20	Austin, TX	ATC	98,900	(12/83)
21	Jacksonville, FL	Continental	98,177	(7/84)
22	Honolulu, HI	ATC	97,100	(7/84)
23	Seattle, WA	Group W Cable	96,500	(7/84)
24	Toledo, OH	Buckey Cablevision	96,087	(7/84)
25	Central Islip (Long Island), NY	Viacom Cablevision	95,000	(6/84)
26	Memphis, TN	ATC	94,300	(12/83)
27	Jefferson Parish/Kenner, LA	Cox Cable	93,005	(7/84)
28	Manhattan, NY	Group W Cable	92,150	(7/84)
29	San Francisco, CA	Viacom Cablevision	86,700	(6/84)
30	Dallas, TX	Warner Amex	83,240	(7/84)
31	Wilmington, DE	Rollins Cableview	81,800	(7/84)
32	Grand Rapids, MI	General Electric	80,685	(7/84)
33	Wichita, KS	Multimedia Cablevision	80,158	(7/84)
34	San Diego, CA	ATC	78,900	(12/83)
35	Seattle, WA	Viacom Cablevision	78,000	(6/84)
36	Phoenix, AZ	Times Mirror	75,761	(6/84)
37	Los Angeles, CA	Falcon Communications	75,000	(7/84)
38	Flint, MI	Comcast Cable	74,500	(6/84)
39	New Orleans, LA	Cox Cable	73,919	(7/84)
40	Pittsburgh, PA	Warner Amex	73,835	(7/84)
41	Louisville, KY	Times Mirror	65,952	(6/84)
42	South Bend, IN	Heritage	67,223	(6/84)
43	Broward County, FL	Storer Cable	67,034	(6/84)
44	Tacoma, WA	Independent	66,113	(5/84)
45	Richmond/Henrico County, VA	Continental Cable	66,000	(6/84)
46	Omaha, NE	Cox Cable	65,370	(7/84)
47	Baton Rouge, LA	Daniels & Associates	64,989	(6/84)
48	South Texas, TX	Heritage	64,629	(6/84)
49	Charlotte, NC	ATC	64,600	(12/83)
50	Santa Monica, CA	Group W Cable	64,600	(7/84)
51	Cleveland Heights, OH	Viacom	64,000	(6/84)
52	Jefferson County, KY	Storer	63,845	(6/84)
53	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
54	Columbus, OH	Warner Amex	62,119	(4/84)
55	Buffalo, NY	TCI	61,000	(3/84)
56	Akron, OH	Warner Amex	60,772	(4/84)
57	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
58	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
59	St. Petersburg, FL	Group W Cable	60,300	(7/84)
60	Clearwater, FL	Newhouse	60,000	(7/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Kansas City, MO	ATC	59,100	(12/83)
63	El Paso, TX	Group W Cable	58,600	(7/84)
64	Syracuse Suburbs, NY	New Channels	58,528	(7/84)
65	Las Vegas, NV	Times Mirror	58,448	(6/84)
66	Monterey, CA	Western	58,363	(7/84)
67	Santa Barbara, CA	Cox Cable	58,292	(7/84)
68	Snohomish County, WA	Viacom	58,000	(6/84)
69	Chicago Suburbs (Oak Park), IL	Cablevision System	57,000	(7/84)
70	Harrisburg, PA	Sammons Communications	57,000	(5/84)
71	Sarasota, FL	Storer Cable	56,913	(6/84)
72	Hartford, CT	Times Mirror	56,794	(7/84)
73	Nashville, TN	Viacom	56,000	(6/84)
74	Des Moines, IA	Heritage	55,525	(6/84)
75	Knoxsville, TN	TeleScripps Cable	55,377	(7/84)
76	Madison, WI	Midcontinent Cable/TCI	55,375	(7/84)
77	Allentown, PA	Independent	55,000	(3/84)
78	New Haven, CT	Storer Cable	54,762	(6/84)
79	Boston, MA	Cablevision	54,520	(7/84)
80	Binghamton, NY	New Channels	54,334	(7/84)
81	Bridgeport, CT	Cablevision Systems/ Scripps-Howard	54,000	(7/84)
82	Albany, GA	Storer Cable	53,782	(6/84)
83	Columbus, OH	Coaxial Communications	53,424	(7/84)
84	Chattanooga, TN	TeleScripps Cable	53,202	(7/84)
85	Worcester (Leicester), MA	Greater Media	53,139	(6/84)
86	Charleston, SC	Storer	53,002	(6/84)
87	Westchester County (New Rochelle), NY	UA Cablesystems	52,800	(7/84)
88	Port Arthur, TX	TCI	52,470	(12/83)
89	Canton, OH	Warner Amex	52,367	(4/84)
90	Oklahoma City, OK	Cox Cable	52,089	(7/84)
91	Escondido/San Diego, CA	Times Mirror	51,978	(7/84)
92	New Britian, CT	United Cable	51,619	(7/84)
93	Shreveport, LA	ATC	51,400	(12/83)
94	San Rafael/Marin County, CA	Viacom	50,900	(7/84)
95	Jackson, MS	ATC	50,700	(12/83)
96	Reading, PA	ATC	50,000	(12/83)
97	Albuquerque, NM	Tribune Cable	49,877	(7/84)
98	Winston-Salem, NC	Summit Communications	49,415	(7/84)
99	Lexington, KY	Telecable Corp	49,078	(6/84)
100	Birmingham, AL	ATC	48,000	(6/84)

Source Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc